THE GARAGE AND MOTOR AGENT

August 18, 1951

Terse Talk: EXPORT SUCCESS STORY

The Garage & Motor Agent

Vol. 75 (20)—No. 1970
REGISTERED AS A NEWSPAPER

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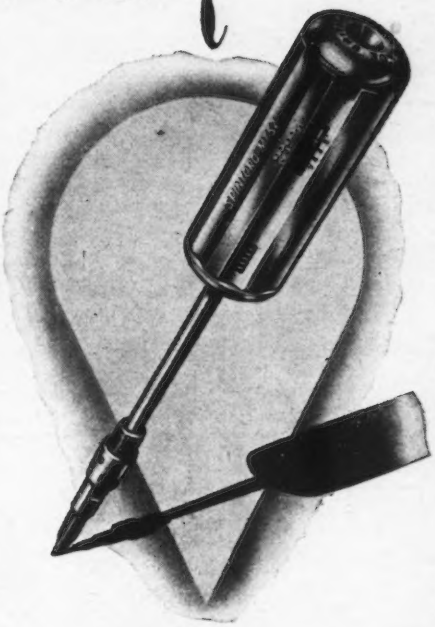

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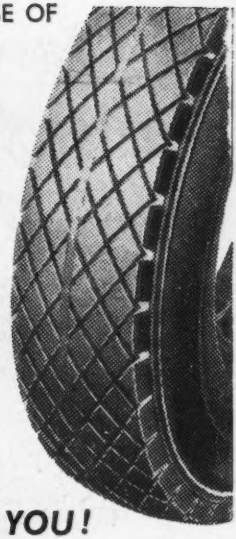

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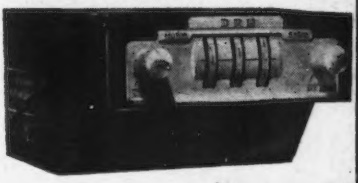

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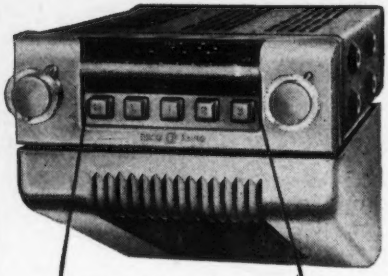

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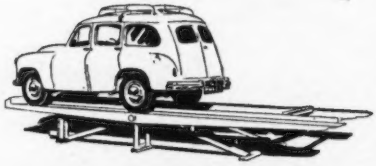

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C 89 R	A 102/10 R	E 115 R	B 139/10 F
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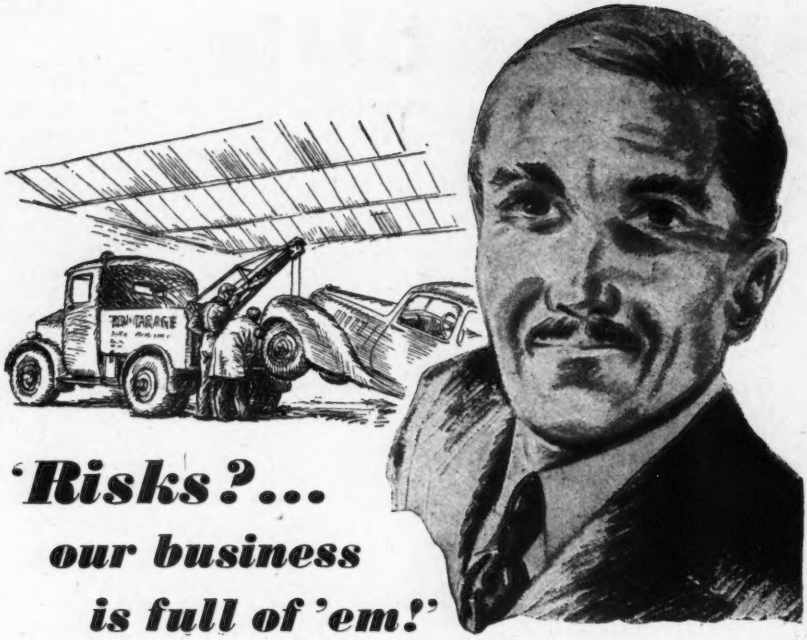

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The Garage & Motor Agent

Vol. 75 (20)—No. 1970

August 18th, 1951

THE INDEPENDENT AND PRACTICAL TRADE PAPER

PUBLISHED SATURDAYS by post to Subscribers.
Established 1913.

Proprietors:
THE CABLE PRINTING AND PUBLISHING COMPANY, LTD.
62, DOUGHTY ST., LONDON - W.C.1
Holborn 7771
(*Priv. Exch.*)
Telegrams:
Arator, Holb., London.
Managing Director:
Walter Boyle

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John Queenborough
Assistant Editor:
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TERSE TALKS ON TRADE TOPICS: 1681st

Export Success Story

READING about the other fellow's unlimited opportunities for getting and selling as many new cars as he can handle is not the best way to start the day, when one's own showrooms are bare. For that reason "The G. and M.A." does not habitually talk "exports." Normally, we simply publish the statistics and leave it at that.

This week, however, we give space to a brief survey of the achievements of one of our vehicle manufacturers in the Canadian market. We do this not because it is the success story of one firm, but because it represents the success of British free enterprise in establishing what is undoubtedly a permanent market for British vehicles in a country which had hitherto thought mainly in terms of American products. That is something of which we can all be proud.

We were privileged to make our survey in Canada. And of the many important things we learned, one was that the huge pro-British section of the population, though strongly opposed to becoming more Americanised than they are, will not buy British cars on sentiment alone. They are buying them now because they are good. But they have got to be kept good, and in this connection three points emerge.

One is that Canada is a vast country in which the various provinces are more like different countries with their own particular needs, conditions and tastes. For instance, a car suitable for the flat prairie lands may need drastic redesigning for work in the Rocky mountains.

That point leads naturally to the second, that manufacturers should test their products themselves, on the spot. They should not, as has sometimes happened, rely on experience gained in supposedly similar circumstances in other countries.

The third point is one that we have often stressed in this journal, namely, that the characteristic "British look" must be retained at all costs. Canadians are ordinary human beings. One of their reasons for buying British cars goes, they say, when the cars look as though they haven't come from the U.K.

Editor

WHAT DO *YOU* THINK ABOUT IT?

Hang Building Snags,

And Rugby Autocar Co. built them to centralise their

Lesson in inventiveness

MANY stories have been told in "The G. and M.A." of the way that the initiative and determination of members of the motor trade have overcome obstacles standing in the way of post-war development and expansion.

Despite the difficulties that frustrate every attempt to get material and building permits, and despite the absence of the sales incentive that a normal home market for new cars would provide, these people—individuals and firms—have been an example to many other trades. The way in which their inventiveness has adapted this building and that to serve a new purpose is in itself a remarkable lesson.

Our latest story comes from Rugby, where Rugby Autocar Co., Ltd., have shown what can be done with blister hangars.

This firm, who are Ford and Fordson distributors, began their business in Rugby in 1921, and have since opened other premises at Coventry and Nuneaton. But, so far as the Rugby undertaking was concerned, their expansion there made it necessary to spread over several depots scattered about town.

At the end of the war they decided that it was more than desirable that these depots should be telescoped and brought under one roof in the form of a new and large building. But it was not going to be so easy as that, and restrictions prevented them from going ahead with a brick and concrete building, although an 8½-acre site had been acquired on the Clifton Road.

But, determined to press on, they looked round at alternative means of providing the premises they wanted, and eventually bought six ex-R.A.F. blister hangars, which, end to end, provided a building 270ft. long and 91ft. wide. All set with this structure, the immense task of levelling the site and laying a concrete drive-way began.

Picture above shows what the site was like when clearing operations started in 1948. That on the facing page shows it to-day, with attractive gardens and a lawn in front of the building.

We'll have Six Hangars

selves a fine garage and workshop

30-year-old business

That was in 1948. Now, with a red-brick frontage to the hangars and spacious and well-laid-out gardens and lawn as a foreground, Rugby Autocar Co., Ltd., have a place that is most impressive.

The garage itself is set well back from the road, so the gardens and lawn occupy a large area. The firm take a special pride in this very individual feature and employ a gardener full time to look after them.

Some time in the future, however, they may become smaller, as it is planned to build a proper showroom across the front of the present building. But that will not be before permission can be obtained for constructing a permanent building of this nature.

In the meantime, two small showrooms are incorporated in the hangar structure, being one on each side of the 14ft.-wide entrance. Their walls

Shown here is the way in which use is made of the narrow part where roof and floor meet. This is quite useful as a store for parts and items which would otherwise take up valuable space.

The spacious garage and workshop space provided can be seen clearly in this picture. The cantilever lifting system can also be seen running the length of the hangars on the left.

are of steel and glass sections, and the ceilings are of plaster board painted cream.

At the back of the right-hand showroom is the stores counter, which is finished in polished three-ply wood, with a cream plaster-board facia on which the firm's own signwriter has put his skill to good effect.

The stores themselves are behind this counter, running almost the length of the building and providing 6,000 sq. ft. of stores space. Bertram Thomas racking and binning are used, and about 42,000 items are carried, with parts going back as far as 1928. Large stocks of agricultural implement parts are included.

No wasted space

Running along the side of the hangar structure, the stores naturally have a roof that tapers down to ground level at one side. But this, although not suitable for any form of work, is used to good advantage for storing the more awkward-shaped parts and such things as tyres, which otherwise would be taking up valuable space. In fact, there is not a single point where this part is not used.

One thing of very special note is the building-in of offices along 195ft. of the building on the stores side. For this, every third roof girder was removed at that end and the galvanised-iron roof "turned up." This got rid of the narrow corner effect in this part and provided a series of offices, large ones where the girders were removed and small ones in between, the girders remaining being built into the dividing walls.

The galvanised roof of the building is painted cream, and a series of Perspex roof-lights let in quite an amount of natural light. Otherwise the building is fluorescent-lit, although the firm have their own emergency lighting plant powered by a Ford 10 engine. Heating is by gas radiators and overhead low-voltage inspection lighting is employed. The concrete floor is coated with red-oxide paint.

On the opposite side from the stores, a runway for eight pulley blocks and tackle runs the length of the roof about 15ft. up. This provides ample lifting facilities and is a very sturdy job. Working on the cantilever principle, with two strong supports firmly

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★ All Dunlop Tyre Service Equipment is backed by a dependable after-sales service
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An example of how ideas can give a stores counter a good appearance — even though it is housed in an unusual building.

fixed into the floor, there is no weight on the roof.

Adapting the hangars in this way has been very much due to the ideas and efforts of Manager H. Edwards, who has been lucky in having a co-operative staff to support him. Much of the construction work was carried out by themselves, including the building of the showrooms and stores counter.

Another "on-the-spot" effort is the building of a number of turntables for service weeks and general showroom display purposes. For this Mr. Edwards hit on the ingenious idea of using old searchlight bases, and building on them platforms of wood, the whole thing being driven by a small electric motor. The first of these turntables was used with great success in the firm's recent Ford service week and exhibition.

Yes, ideas abound with Rugby Autocar Co., Ltd., and it is invigorating to witness such faith in the future of the garage trade.

Driver of Hire-P. Vehicle Had No Insurance

Magistrates censure sellers

DEREHAM magistrates dealt a verbal rap over the knuckles last week to firms who sell motor cycles on hire-purchase without making sure that the buyer is covered by insurance.

"We do definitely think," said Mr. H. W. Fox, chairman, "that these hire-purchase firms selling vehicles should satisfy themselves that while the vehicle remains their property the purchaser is properly insured."

Before the Bench was James Hooper, of Reymerston, near Norwich, who was found guilty of using a motor cycle without being insured. He was rather unfortunate, commented Mr. Fox, because it was partly the fault of the firm which sold him the machine that he had not obtained an insurance policy.

A police officer who interviewed Hooper after a road accident said he told him that the firm held the insurance policy. When they were contacted, said the officer, they stated that they did not handle insurance policies unless requested to do so by the purchaser.

Brigadier K. W. Hervey, a member of the bench, pointed out that if he permitted a friend to drive his car without an insurance policy he would be summoned for permitting the offence. He asked why the firm, who still owned the machine until the final payment was made, were not similarly summoned.

Hooper pleaded not guilty and said it was "a misunderstanding from start to finish." Mr. Fox said he was guilty of a technical offence, and fined him the nominal sum of £2. Hooper was also disqualified from driving for a year.

New address of the South of England representative for the **Laycock Garage Equipment Division** is **C. K. I. Wood**, Wallaloo, East Cliff Way, Friars Cliff, Christchurch, Hants.

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British Cars Are Now in

How the free enterprise of our motor industry has created permanent footing in a dollar country

By The Editor

IN company with other members of the trade, technical and lay Press I recently had the tremendous privilege of studying the market for British motor vehicles in Canada at first hand. In a whirlwind, 14-day tour in which we covered about 14,000 miles by aeroplane, coach and car, we got a brief but satisfying glimpse of how firmly British manufacturers have established themselves in the 4,000 miles of widely differing country between the Atlantic and the Pacific.

Originators of the idea for the tour, and our hosts throughout, were the Austin Motor Co., Ltd. Chairman and Managing Director L. P. Lord chose J. F. ("Jim") Bramley, Managing Director of the Austin Export Corporation, and S. A. C. ("Sam") Haynes, Austin Advertising Manager, to shepherd the flock, with the result that the entire journey was a triumph of organisation.

Of the journey itself, the places we visited and the wonderful official and unofficial receptions arranged for us, I cannot write here. That would need a book of as many words as the miles we travelled. All I can do in the limited space of one article is to be strictly impersonal and give a few impressions, plus the stimulating facts of Austin's export success, which speak for themselves.

If I have not mentioned individually the hundreds of good friends of Great Britain I met in Canada, and in our 36-hour visit to New York, it is not because I do not appreciate their large-handed and at times almost overwhelming kindness and hospitality. It is because their names alone would fill two pages of this journal. But they will understand. Although they are big people, and doing big things, they realise the difficulty of felling a 10-foot diameter tree with a penknife!

Selling on merits

"BRITISH cars are selling in Canada on their merits, and when these temporary hire-purchase and other controls have gone, the market will be large and permanent."

That is the opinion of Gordon D. Fairley, President of Austin Ontario Motors, Ltd., Canada's largest distributors of Austin motor vehicles. It is also the unqualified view of the other eleven Austin distributors in Canada.

Note that emphasis on "British cars," and not, as might have been expected, "Austin cars." Everywhere we went in Canada we were impressed by the broad-minded attitude of the distributors and dealers. "Competition between the dealers for the various British makes is naturally keen," they explained, "but we don't worry about other British makes selling well. Every British car sold is a silent salesman for other British cars. And that is all that matters."

Yes, there is no doubt about it, British cars are in Canada to stay, a highly satisfactory state of affairs which may not show much apparent dividend to the retail motor trade at home at present, but which will have a beneficial effect on home sales if and when home sales restrictions are taken off. If it is true that a good home market helps the export market, then a flourishing export business is bound to help home sales.

Until we went to Canada, the exported cars had been mere figures in an official document. We knew that in 1950 79,346 British motor vehicles

Canadian Market to Stay

had been sent to Canada, 25,850 of these being Austins. But as soon as we landed, the figures became real cars. There they were in the airport car park. There they were in the streets, their restrained and dignified design making them stand out in sharp contrast to the chromium-festooned American models. And there they were in the showrooms. That was indeed a sight for sore British eyes!

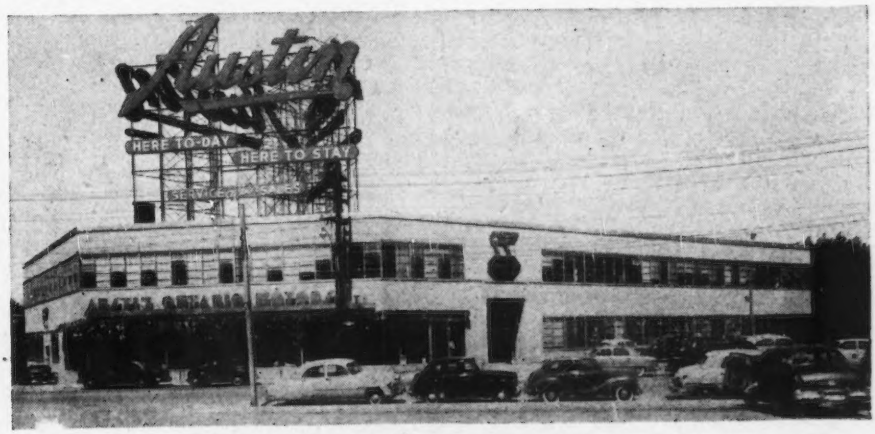
To get a true picture of what that 79,346 exported vehicles really means, we must think back to 1939, when our industry exported to Canada only 683 units. In 1945, when trade was re-opened, the figure was still as low as 813 vehicles. But, by 1947, exports to Canada had jumped to 2,029, of which 1,243 were Austin.

Then things really started humming. In the autumn of 1947, the initiative of L. P. Lord resulted in the establishment in Toronto of the Austin Motor Co. (Canada), Ltd. That had a widespread effect, observable in 1948, when British vehicle exports to Canada soared to 18,022 units, of which 9,865 were Austin. In 1949, these figures were virtually doubled to 36,406 and 17,181 respectively, and the total was doubled again in 1950, in the figures already quoted.

"That is good," we said, when we were told these facts, "but what about hard sales?" Again the figures speak for themselves. In 1950 a total of 57,186 new British cars were registered for the first time, this figure being approximately a quarter of the total American input into the country. Not bad, that, when it is realised that in 1945 the proportion of British to American was hardly worth putting into figures. Of 1950 registrations, incidentally, Austin accounted for 35 per cent., or 20,240 cars. Other foreign, that is, non-British makes, chalked up only 475 registrations.

Varying success

Of course, British success is not evenly distributed throughout Canada. Distributors and dealers in some provinces have a tougher job of salesmanship than they have in, say, British Columbia, the most pro-British of the provinces. In B.C., for instance, total registrations of British cars in 1950 amounted to 13,327 units against the



The fine new premises of Austin Ontario Motors, Ltd., in Toronto. Note the electric sign "Here to-day. Here to Stay."

The picture does not do justice to the warm colour and light which greeted visitors to the Austin Show in Vancouver. Side shows were housed in the "Cotswold cottages" along the walls.

U.S. and Canadian figure of 21,631. So that there we account for well over half of the total registrations as compared with the proportion already quoted of one quarter for the whole country. Thirty-nine per cent., or 5,223 of the 1950 B.C. registrations, were Austin.

C.v. sales

On the commercial vehicle side the going is harder. American trucks have become so much a part of the Canadian economy that it is a real he-man's job to compete with them. But Canadian dealers *are* he-men. They are stimulated by a fight. To give just one example, Austin commercial vehicle sales have been built up from 100 in 1949-50 to 412 in the eleven months of 1950-51. The total is expected to be 500 for the 12 months.

How has this remarkable result been achieved in such a short space of time? The formula is an old and well-proved one — the enthusiasm of free enterprise, plus the desire to give service.

Initial enthusiasm came, of course, from this side of the Atlantic. Our manufacturers went into the market and studied Canadian requirements, and although they are the first to admit that they still have a lot to learn, the figures we have given show that they are learning fast and well. British cars are not being bought for sentimental reasons. To-day, Canada rates second only to Australia amongst world markets for British vehicles, and first in terms of dollar earnings.

And British enthusiasm found a ready response in the Canadian retail motor trade. Canadian dealers were convinced that the great post-war pent-up demand for motor vehicles of all kinds would last long enough for British cars to find a permanent place in their market. And they proved their conviction by taking off their coats.

Not surprisingly, Canadian motorists were, in the words of Gordon D. Fairley, "sceptical about the possibility of obtaining service for British cars. At the same time they were used to cars of American design."

But that scepticism is being rapidly

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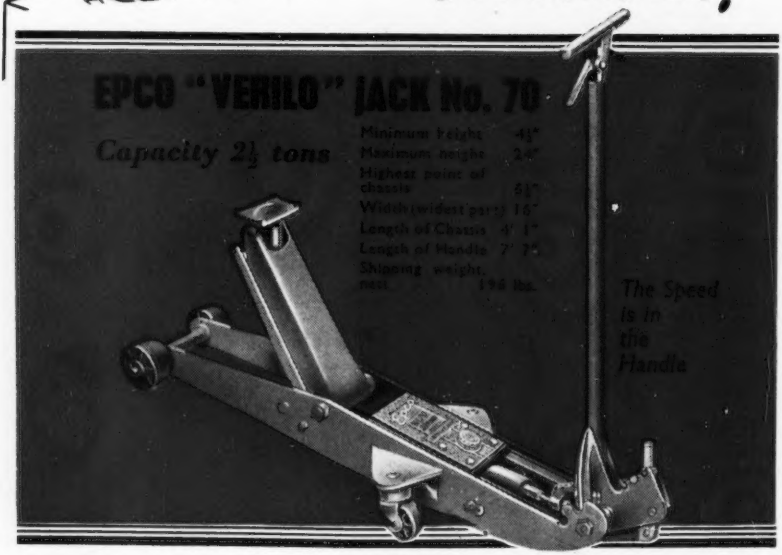
Minimum height 4½"
Maximum height 24"
Highest point of chassis 6½"
Width (widest part) 16"
Length of Chassis 4' 1"
Length of Handle 7' 7½"
Shipping weight, net 194 lbs.



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overcome. Everywhere in Canada to-day, fine new garages are being built with large neon lights advertising British cars and, equally important, service and replacement parts for those cars. Our manufacturers have wisely left their Canadian agents complete freedom to sell their vehicles in their own way. That way is a sort of distillation of British and American business methods, and it is paying good dividends.

As an example of how the Canadian retail trade has taken hold of British business with both hands, we will quote Austin again, who started off with two distributors, one in the east and one in the west. To-day, the sales and service organisation has expanded to cover the entire Dominion, with twelve distributors and seven hundred dealers. We visited some of them in Montreal, Ottawa, Vancouver, Victoria, Revelstoke, Banff Springs, Calgary, Edmonton, Toronto, and Hamilton. And some of them were too busy to take time off to have a drink with us!

In addition to the sales and service organisation, a large factory at Hamilton is devoted to the reconditioning of major units, as well as the reception, pre-servicing and distribution of a large proportion of the cars arriving in Canada. They carry over a million dollars' worth of parts at this place,

DEVELOPMENT OF CANADIAN MARKET

1933-39 ..	..	2,674 cars and c.vs.
1945-46 ..	..	173 ,, ,,
1946-47 ..	..	1,253 ,, ,,
1947-48 ..	..	4,172 ,, ,,
1948-49 ..	..	14,076 ,, ,,
1949-50 ..	..	25,481 ,, ,,

These figures of Austin exports only into Canada give a good idea of how the market has been developed since the war.

and although at the time of our visit there were about a thousand cars in stock due to the slump, we understood that dealers are usually queueing up to take delivery.

At Winnipeg another parts depot caters for the prairie provinces, and at Vancouver a third serves British Columbia and Alberta.

Our visit was timed to coincide with the first British one-make motor show ever to be held in Western Canada—an exhibition of Austin cars, vans, lorries, ambulances, taxicabs, electric delivery vans and marine engines in Vancouver. In addition to the description of the show which has already appeared in this journal, it should be mentioned that it was a first-class example of Canadian showmanship. The hall was a blaze of colour and light, and the "British"

Two views in the Vancouver Austin parts depot. Left, Dexion racks are used for heavy c.v. parts. Right, one section of the 180 steel bins used for storing smaller parts.

touch was imparted by a number of beautifully-made plywood "Cotswold cottages" ranged along the walls, in which accessory and other manufacturers showed their products. Responding to the warmth and cheerfulness of the display, we couldn't help thinking somewhat wistfully of the comparative coldness of our own Earls Court show.

As well as travelling by air and coach, the party were given the experience of journeying over 1,000 miles in A40s, a large part of the route lying across the Rocky mountains. A book could be written about that adventure alone. All that can be said here is to record that the twelve cars behaved perfectly, despite the tight time schedule of the run, which necessitated unusually high average speeds over corrugated - iron - like surfaces and through appalling dust conditions.

The success of that run has done nothing to diminish British prestige in British Columbia and Alberta, where we understand it is still being talked about. It also provided experience which prompted the comments in our Terse Talk this week.

What of the future of British cars in Canada? In this brief sketch we have already shown that it seems to be well assured. Granted, due to the slump mentioned in previous issues of "The G. and M.A." caused by the Government tightening up hire-purchase terms, sales have fallen. In the first five months of this year only 13,564 British cars have been registered—that is, less than a quarter of the previous year's registrations. But Canadian retailers are not worried. They are confident that the recession is only temporary, and that when it ends, "Waall, we've sure got some durned good cars to sell."

That is true. They have. Our sincere wishes for their future success are not lessened by remarking that we wish British motor agents could say the same.

RECENT AUCTION RESULTS

Selection of vehicles sold at the Aug. 2nd, and Aug. 7th. Measham sales

ALVIS	
14 Fourteen saloon, 1948	£750
ARMSTRONG SIDDELEY	
12 saloon, 1933	£46
AUSTIN	
7 saloon, 1930	£20
8 saloon, 1948	£320
10 Ten saloon, 1946 ...	£625
10 saloon, 1946	£650
12 saloon, 1939	£352½
12 saloon, 1937	£335
16 saloon, 1932	£64
18 Gordon lim, 1938 ...	£320
29 Sheerline sal, 1948	£1,500
CHEVROLET	
30 saloon, 1939	£157½
FORD	
8 saloon, 1937	£142½
8 saloon, 1937	£155
8 saloon, 1936	£175
8 saloon, 1935	£240
8 saloon, 1934	£155
10 Prefect sal, 1948 ...	£635
10 Prefect sal, 1946 ...	£480
10 saloon, 1937	£225
10 saloon, 1936	£180
22 saloon, 1936	£145
30 Pilot saloon, 1950	£1,050
30 Pilot saloon, 1950	£1,135
HILLMAN MINX	
10 saloon, 1947	£500
10 d/h coupe, 1949 ...	£970
10 saloon, 1939	£480
10 saloon, 1937	£120
14 saloon, 1939	£355
21 saloon, 1937	£90
HUDSON	
29 saloon, 1938	£215
HUMBER	
14 Hawk saloon, 1950	£1,205
21 Snipe, 1938	£522½
JAGUAR	
20 d/h coupe, 1938 ...	£365
3½-litre saloon, 1938	£280
M.G.	
12 Magnette, 1935 ...	£220
MORRIS	
8 saloon, 1936	£255
8 saloon, 1935	£157½
10 saloon, 1939	£255
10 saloon, 1938	£300
10 saloon, 1933	£80
10 saloon, 1933	£105
12 saloon, 1940	£265
14 saloon, 1932	£70
16 saloon, 1933	£35
20 Six saloon, 1950	£1,050
RILEY	
12 saloon, 1933	£170
ROVER	
10 Wymer saloon, 1930	£17½
12 saloon, 1939	£660
STANDARD	
8 saloon, 1947	£485
8 saloon, 1939	£240
10 saloon, 1937	£180
10 saloon, 1935	£72½
10 saloon, 1933	£175
12 Flying 12, 1939 ...	£380
12 saloon, 1938	£260
14 Fourteen saloon, 1947	£705
14 saloon, 1937	£195
SINGER	
9 Bantam, 1936	£200
10 saloon, 1939	£250
11 saloon, 1934	£155
12 saloon, 1938	£525
SUNBEAM TALBOT	
10 saloon, 1939	£400
14 Ninety saloon, 1950	£1,350
21 saloon, 1939	£425
TALBOT	
18 saloon, 1935	£150
VAUXHALL	
10 saloon, 1946	£550
18 Velox saloon, 1948	£840
20 saloon, 1934	£107½
WOLSELEY	
18 Eighteen-eighty, 1947	£845
18 Eighteen-eighty, 1946	£830
18 saloon, 1946	£625
18 saloon, 1939	£320
COMMERCIAL VEHICLES	
BEDFORD	
— 5-t tipper, 1942 ...	£290
FORDSON	
30 platform, 1938 ...	£51
JOWETT	
10 van, 1946	£250
STANDARD	
— Vanguard goods, 1949	£625
STUDEBAKER	
40 tipper, ex-WD ...	£105

Motorists demand

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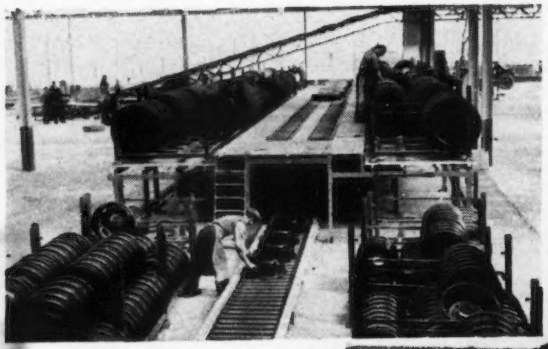
The most modern DETERGENT motor oil

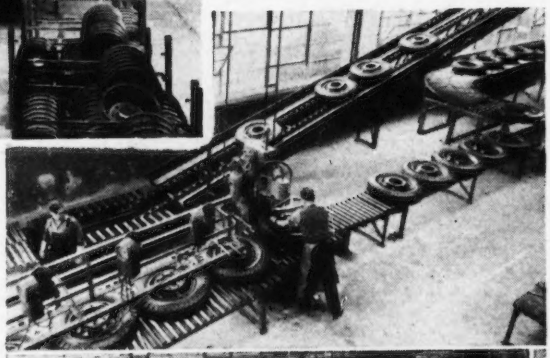
Mobiloil VACUUM

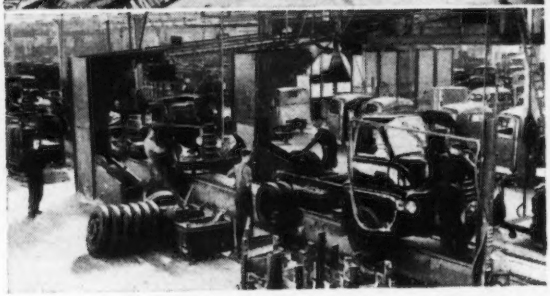
VACUUM OIL COMPANY LIMITED, LONDON, S.W.1

Speed-Assembly for Wheels & Tyres

Mechanical handling for c.v.s at Vauxhall's Luton factory







Picture above shows the start of the conveyors, tyres being carried on the top one and wheels on the lower. On the right the final stage of tyre fitting is seen, and the lower picture shows assembly on the vehicle.

1,000 daily

AN interesting new storage and handling system for c.v. wheels and tyres has been completed in Vauxhall Motors' 19½-acre factory building at Luton, which houses most of the production and assembly operations for Bedford trucks. The new wheel and tyre store lies close to where the vehicles are driven off the assembly line.

Thirteen different types of tyres, and eight different types of wheels are stocked. A maximum stock of tyres sufficient for three days' production is normally held; for wheels the maximum stock covers 9½ days. At peak production, approximately 1,000 complete wheel assemblies are required daily.

Tyres, arriving by road, are unloaded by hand and packed in specially-designed post pallets. Each pallet holds 14 normal size tyres. The loaded pallets are transferred to the storage area by fork-lift truck, and stacked according to size and make of tyre.

Wheels, of the pressed steel ventilated-disc type, with split ring, are received with the ring ready assembled, and are unloaded from the lorries and also placed in pallets by a fork-lift truck. Seven wheels can be handled at a lift. The pallets are carried to the storage area, each holding 35 wheels.

Approximately 11,500 sq. ft. of floor space are set aside for stacking pallets in the storage area. A fork-lift truck carries unit loads from the stores to two power-driven conveyors, one above the other. One conveyor handles wheels, the other tyres. An elevated platform, 64ft. long, 20ft. wide, and 4ft. 9in. high, is built around these conveyors.

The tyre conveyor runs along and through the centre of the platform, at the same

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Their tailored distinction, smart beauty, protective qualities and added comfort appeal to discerning motorists everywhere. CORONET Covers are available in Heavy Woven Box Cloth and Superfine Felt in a range of non-fading colours. Both these materials are soft, pliable and withstand repeated dry-cleaning. Also made in 'Airo' Cellular in attractive mixed check designs. This 'Airo' type cover allows free circulation of air and can be cleaned by simply wiping over with a damp cloth.
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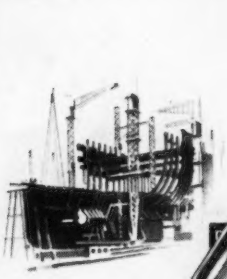
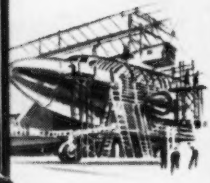
BRITAIN'S LARGEST MANUFACTURERS OF ELECTRIC TOOLS



Wolf
ELECTRIC TOOLS



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height above the ground. The tyres are hand-loaded on to this conveyor from pallets placed on the platform. The wheel conveyor runs directly beneath the tyre conveyor, at gound level.

The assembly station section consists of a length of roller conveyor 50ft. long. It incorporates flanged edges, so that the lips of the wheel rims fit snugly under the edges of the flange and hold the wheel firmly whilst assembly operations take place.

Three assembly stations

There are three assembly stations here. They are: 1, Removal of the split rim on the wheel; 2, placing tyre and inner tube assembly on the wheel; 3, replacing the split rim on the wheel-and-tyre assembly, and inflating tyres to the correct pressure.

At station 2 tyres and wheels meet. The operator positions the valve of the tyre through the valve-hole in the wheel, and, by pressing a pedal, allows the tyre to drop over the wheel.

At station 3, the split rim is replaced on the wheel assembly by a machine which was specially converted for the purpose. Of Vauxhall design, it was formerly a Pfauter Gear Hobber. Now it performs the rim-clinching operation without the need for the use of hammer and tyre lever.

The machine consists of a turntable which carries the wheel and tyre under a roller attached to the work-head of the machine. The roller is brought into contact with the split rim at the point of the split, and by rotating the turntable the roller presses the rim home.

The same operator inflates the tyres to the correct pressure, and passes them to a short curved length of gravity roller conveyor, which delivers the complete wheel assembly to an overhead power-driven chain type conveyor.

Delivery to the assembly line is along an overhead power-driven conveyor 280ft. long. Starting at ground level, it ascends quickly to the roof of the building, carrying wheel assemblies to the Bedford assembly line. It automatically deposits the wheels on either side of the line via an electrically-controlled counterbalanced gate, which delivers the wheels down a short chute.

Counters, actuated by the movement of the wheels, open the gate in the proper sequence, allowing the correct number of wheels to be passed to each chute.

IN SOUTHERN RHODESIA

English garagist's progress

SIX years ago, "G. and M.A." reader H. H. Osborne and his wife left England's motor trade to try their fortune in Southern Rhodesia. This picture of the new premises which they are developing for their business of A1 Motors at the corner of Rhodes Street and Fourth Avenue, Bulawayo, shows how they have progressed in that time.

Adjoining on the right-hand side is a fine and roomy modern filling station. Eventually the main building will have four floors (lack of sharpness in the original photograph, unfortunately, does not do justice to the design).

Mrs. Osborne, who is now on a business visit to London, says "We still read the old 'G. and M.A.' and find it most interesting, including the advertisements."

Mr. Osborne's premises in Bulawayo, mentioned above.

FOR THE GARAGE SHOWCASE

Easy-to-Tune Car Radio

SINGLE knob control for three pre-selected stations is an outstanding feature of the new D.R.H. Model 342 Trimatic car radio. Three stations, two in the medium and one in the long wave band, are selected by means of the three drum dials calibrated in metres, and thereafter they can be repeated at will by operation of the three-position selector switch. Station selection is varied by altering the tuning of one of the drum dials.

The compact receiver and amplifier with self-contained power pack have been specially designed to ensure easy installation in even the smallest cars. Owing to the efficient screening of the set, the makers, Delco-Remy-Hyatt, Grosvenor Road, London, S.W.1, claim that no sparking plug suppressors are required and that suppression can, in fact, be dispensed with entirely on many cars.

A high-fidelity speaker 6½in. in diameter may be fitted as a self-contained unit with the receiver, or can be installed elsewhere in the car as a separate unit. The receiver unit measures 7in. wide, 9in. deep and 4½in. wide, while the speaker unit has a 7in. square front and a depth of 3½in. Supplied complete with multi-position brackets and all the necessary screws, nuts and washers, the Model 342 retails at 18 guineas, plus £8 17s. 3d. purchase tax.

Two-Range Loose Seat Covers

CONWAY loose seat covers which are produced by Conway Car Accessories, Ltd., 185, The Vale, Acton, London, W.3, are now available in two ranges, cotton duck, and Bedford cord, to fit more than 150 popular car models.

The cotton duck covers are made in brown, red, green, blue, light tan and grey with piping either to match or in white. Retail prices for complete sets range from £7 19s. to £14.

Bedford cord covers can be obtained in fawn, maroon, green or grey, with cord piping and are fitted with zip fasteners where practicable. Their retail prices range from £8 19s. to £15 15s. Sets of covers for the front seats only can be obtained in both materials.

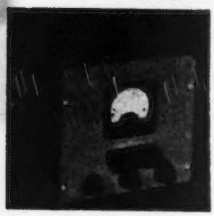
Garagists interested in the sale of these covers are supplied free of charge by the manufacturers with metal display tablets, pattern cards and other material.

Car Polish and Cleaner

BY arrangement with the proprietors, Bernard J. Ellis, Ltd., Apollo car polish is now being marketed by the Slip Products and Engineering Co., Ltd., Slip Works, 95, Victoria Street, St. Albans, Herts, and will in future be known as Slipco Apollo car polish. Officially approved, recommended and used for Morris, Wolseley, M.G. and Riley cars and by Nuffield Exports, Ltd., the polish retails at 3s. 9d. for a 14oz. tin. Packs will be provided in cartons of two dozen 14oz. tins.

The polish can be used for cleaning coachwork, glass, or chromium, and is stated to provide protection as well as cleaning and polishing the surface to which it is applied.

High-Amperage Trickle Charger



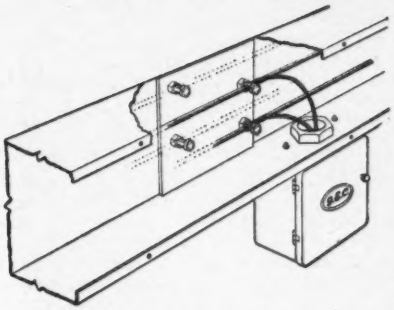
IN response to a growing demand for a high amperage trickle charger, Runbaken Electrical Products, 71-73a, Oxford Road, Manchester, 1, have introduced the Model 1,240, which has a charging rate of up to five amps.

Embodying all the well-known characteristics of the rest of the Runbaken range of chargers, the new model has an attractive appearance and is robustly constructed of first-grade components. It is fully guaranteed.

Retail selling price of the Model 1,240, which operates on 200-250 volts, is £7 12s. 6d.

GARAGE SERVICE EQUIPMENT

Cable Trunking with Tap-off Units

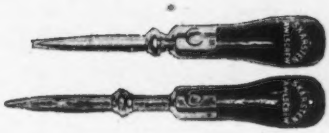


FEATURE of the new cable trunking system recently introduced by the General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2, is the flexibility it provides. Designed for use in machine shops and workshops where the total power consumption does not exceed 100 amps. per phase, the system is stated to be easy to install.

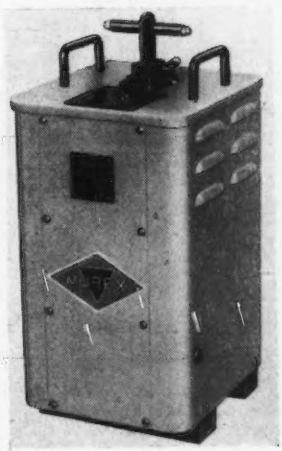
A special terminal block is provided for tapping-off from the V.I.R. cables at any point in the trunking and enables the main cable to be tapped without cutting. It is only necessary to remove the insulation from the cable and secure it with the special terminal on the block, then a fused tap-off unit is fitted.

Combined Screwdriver and Bradawl

THE Awlscrew screwdriver is a combination of bradawl and screwdriver in one tool. By pushing the guide ring forward about an inch with the thumb, the bradawl is ready for use. The hole having been made, pressure on a button causes the bradawl to spring back, leaving the screwdriver in position. The Awlscrew, which is made by the Skarsten Manufacturing Co., Ltd., Hyde Way, Welwyn Garden City, Herts, has a red bakelite handle and a 6-in. cadmium-finished screwdriver and bradawl. It retails at 7s. 6d.



New Transformer Welding Equipment



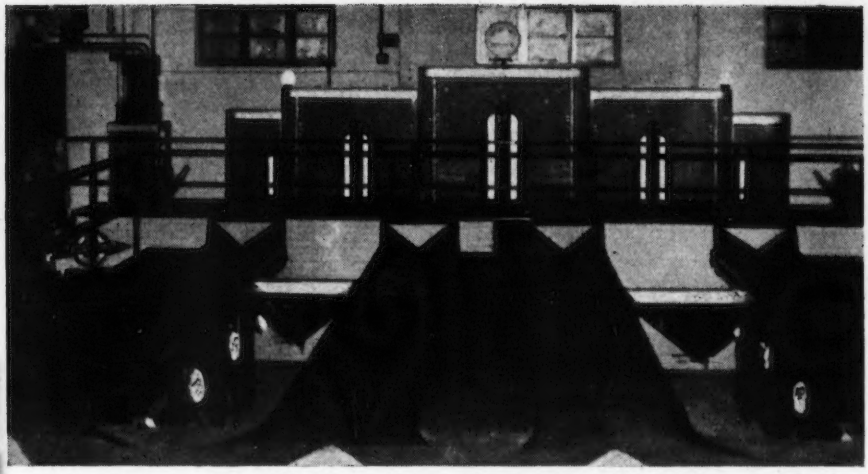
TWO new transformer welding sets will be on view at the Engineering, Marine and Welding Exhibition at Olympia on the stand of Murex Welding Processes, Ltd., Waltham Cross, Herts.

Illustrated is a 50 amp. self-contained air-cooled set with a range of 20 to 50 amps. at 90 volts open circuit. As the set is of the moving coil type, any current between these minimum and maximum values can be obtained.

Suitable for connection to 200-230-volt single-phase supply or to two phases of a 400-440-volt three-phase supply, the unit is primarily intended for sheet metal work, but it can also be used for tacking.

The new 250-300-amp. Murex set is a new version of the well-known Murex type 241 set. The transformer is of the single operator, self-contained oil-cooled type, and has provision for a capacitor, which can be fitted internally. It has three current ranges selected by switch, and over each range 12 values can be obtained by means of a second selector switch. These switches and the primary switch are fitted internally and are operated by means of crank handles on top of the transformer.

Two open-circuit voltages are available, 80 or 100 volts.



In this picture the hoppers between each of the runners can be seen. Illuminated globes are in the centre and at the ends of the lubricating battery in the background.

Pride of the Workshop

Romford Commercial Cars, Ltd., have a lubricating bay that is both business-like and eye-catching

Sump-draining feature

FIRST impression on entering the works of Romford Commercial Cars, Ltd., is of the lubricating and service bay. This unit, with its two-bay sunken workshop and attractive background of a Tecalemit lubricating battery in a covering built by the firm themselves, is immediately in front of the main entrance, and is undoubtedly the pride of the garage.

The cover for the lubricating battery—which also houses a compressor—is of hardboard, painted green and aluminium. It has a "metallic" look and compares well with any commercial job of a like nature. Works Manager S. T. Hutt reckons the cost at less than £20.

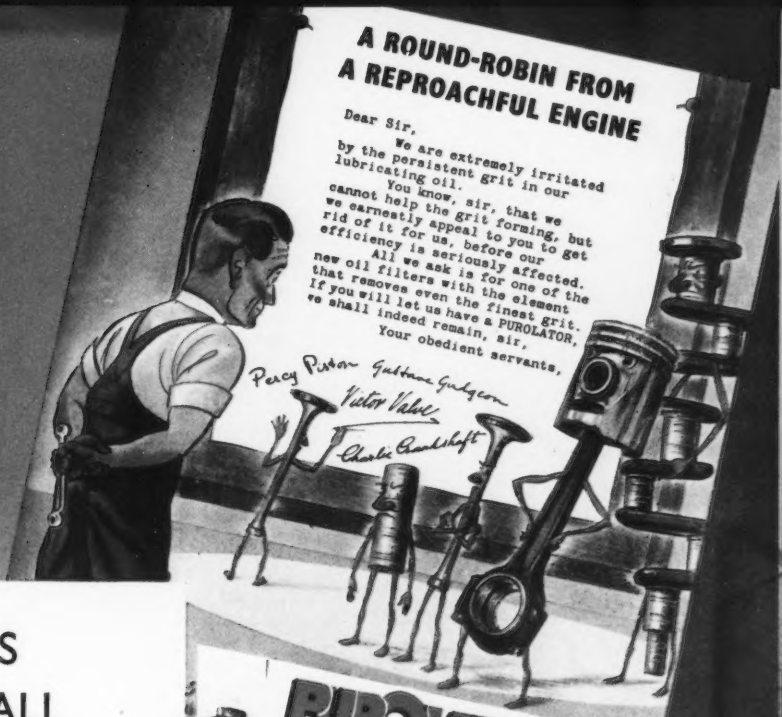
The sunken workshop is a fine example of first-class garage planning. Wide steps lead down to it and the pit is railed on three sides.

There are two run-ways for vehicles, a wide one for large c.v.s, and a smaller one for cars and other lighter units. In the centre of each is a "hopper" which, having wheels running along rails the length of the pit, is movable to any position. This is Romford Commercial Cars' method of draining sumps, gearboxes, and so on, a receptacle being placed on the floor of the pit immediately under the hopper.

For underneath illumination there are ten 60-watt lights for each bay; there are also workbenches and plenty of working room.

Fullers Earth is used on the floor, which is plain cement, and which sweeps up as clean as new at any time.

:: :: 1952 Geneva Motor Show.—The 22nd International Geneva Motor Show will be held next year from March 20th to 30th in the Palais des Expositions, Geneva.



KITS FOR ALL THESE CARS

Ford 8 & 10 h.p. For all models from 1934 to 1950. .... MF.2395 **50/-** each.

Standard 8 h.p. For 1938, 1939, 1945 to 1948 models. .... MF.2396 **50/-** each.

Morris Minor. For models from 1948. MF.2397 **50/-** each.

Morris 8 h.p. For all Series E models 1939, also 1945 to 1948. MF.2398 **50/-** each.

Morris Oxford. Set 10 for all models to Engine No. 12433. MF.2501 **47/6** each.

Hillman Minx. For all models from 1934 to 1950. .... MF.2399 **50/-** each.

Triumph Mayflower. For cars up to Body No. 2000. MF.2393 **50/-** each.

Triumph Mayflower. For cars after Body No. 2000. MF.2392 **50/-** each.

Jowett Javelin. For all cars 1946 to 1950. .... MF.2394 **50/-** each.

AUTOMOTIVE PRODUCTS
COMPANY LIMITED
LEAMINGTON SPA, ENGLAND

Get the full benefit of this forceful advertising

Now running in "Autocar" and "Motor" in full colour, and making a strong appeal to the largest readership of car-conscious motorists. Simple to sell, and a further profit if you fit it for them.

PUROLATOR
Regd. Trade Mark
MICRONIC *oil* FILTERS

Any way you look at it ...

BRADBURY EQUIPMENT IS THE BEST!

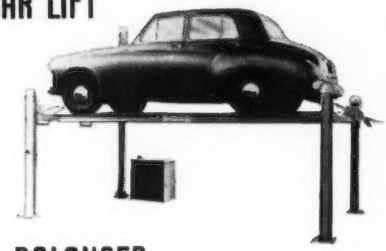
There is nothing finer than our range of....

HYDRAULIC TROLLEY JACKS

They include Hi-Lift and Lo-Lift types from 1½ - 10 tons. All Jacks have the patented Rocket Lift Self Flushing Mechanism which cleans the valves every time the handle is used. No need to take out the Unit, flush it with paraffin and replace it ..... a messy lengthy business.

The NEW HYDRO-ELECTRIC CAR LIFT

The New Hydro-Electric Car Lift can be installed out of doors and is not affected by ice, rain or heat. Capacity 3 tons. Automatic sensitive lowering with "dead man" control. Maximum accessibility of under side of chassis. Ideal for lubrication, repairs or inspection. Full specification sent on application.



The WHEEL BALANCER

The Bradbury Wheel Balancer detects instantly, where and how much a wheel assembly is out of static balance. It is simple, accurate, and reasonably priced. Adopted as standard equipment by the Goodyear Tyre and Rubber Company (Gt. Britain) Ltd., and installed in all their Service Depots. Essential for removing "tramping," giving comfortable riding and reducing tyre wear.

Write for Illustrated Catalogues of all equipment to...

JOSEPH BRADBURY & SON LTD

BRAINTREE ENGLAND

TELEPHONE · BRAINTREE · 623/4 TELEGRAMS · BRADBURY · BRAINTREE

Flowers That Bloom all Year

The studied floral display in these Chester showrooms "stimulates business"

Changed monthly

USING flowers for showroom decoration is nothing new, but to find them used really well and to such fine effect as in this example by Chester Engineering Co., Ltd., is something worth talking about.

This firm, who are Vauxhall and Bedford main dealers, have taken great pains in making their City Road, Chester, showroom windows really attractive.

The flowers are supplied monthly by Bees, Ltd. Cost for the window shown, and also for another smaller window, works out at approximately £10 a month, flowers being supplied throughout the year.

Floral effect at the front is obtained by a miniature rockery mounted on the window ledge and composed of a few pieces of rock from a stonemason's waste heap, with rock plants from Bees, Ltd., in pots, covered by moss.

The banks of flowers at the sides are again surrounded by rock and moss, and are "much more effective than the usual string of flowers across the window, which usually only succeed in hiding the cars," to quote Sales Manager R. M. Hayward.

At Easter, Christmas, and other seasons, there is usually a scenic background, and a special window setting with a seasonal theme.

"Naturally, we find that the public takes a great deal of interest, and there is no doubt that business has been considerably stimulated over a period," says Mr. Hayward.

Must be backed up

He adds that the firm feel that the small expenditure on decoration has fully justified itself, but goes on:—

"On the other hand, there is no point in having a nicely-decorated showroom unless the goods offered are of top quality and are backed up by an energetic sales force and a sound trading policy; and quite frankly we are rather apt to pride ourselves on these two factors than upon the appearance of the place."

STRICTLY ENTRE NOUS

by LFJ

Only half new

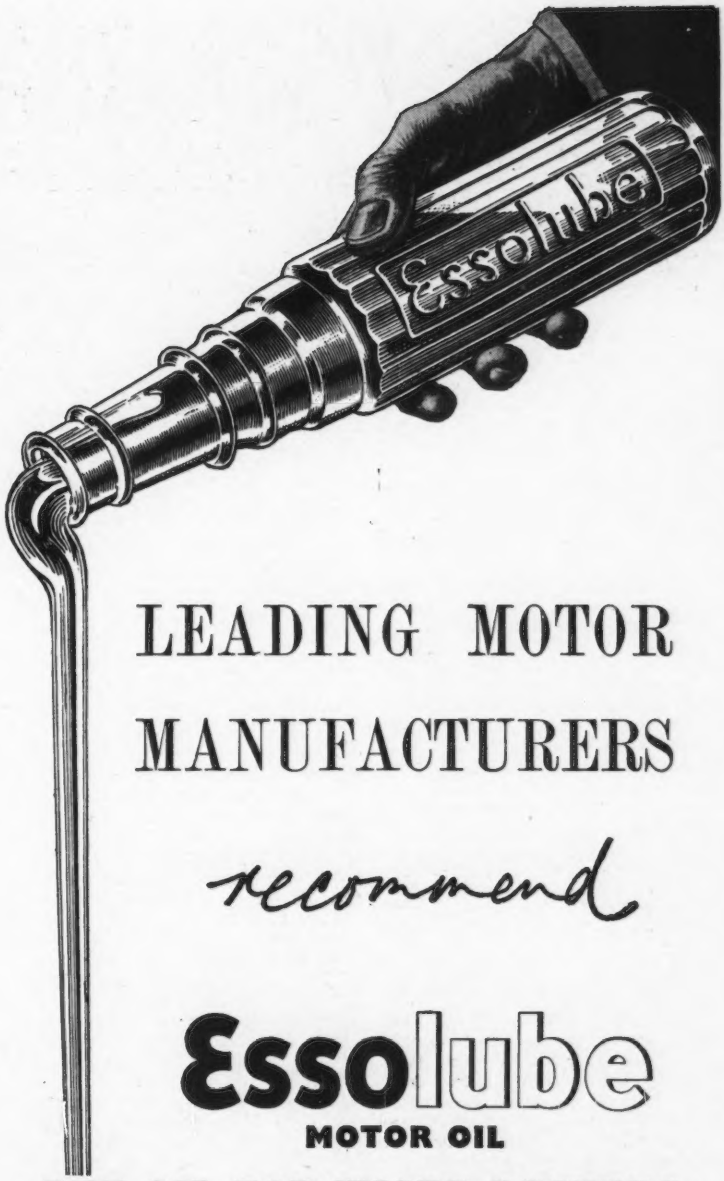
HAVING decided to produce a new line, it may be sound policy for a manufacturer to make use of an existing design, of continental or possibly American origin. With the British rights in his hands, he can get cracking right away with something that has already proved itself, and is saved the time, cost, and general bother of experimental and development work. Often that is the easy way, and there is no wonder that factories have sometimes taken it. But it is hardly one that accords with the leadership that our motor industry has shown, and is still capable of showing. For that reason my cap never goes in the air when I learn that a British plant is tooling-up to turn out yet another device that originated across the sea.

Wrong turning?

THE motor car possesses several different values to the community. It appears that one of them is in the process of being enhanced. Intelligent students of affairs are concerned at the present tendency towards over-centralisation in the administration of our country. That partly accounts, undoubtedly, for the growth of Scottish and Welsh nationalism. But I think we may go deeper, and put it that the canker is that of urbanisation. Increasing direction from Whitehall, and by regional and county authorities, matters less than, for instance, that village children are being whisked off to town schools. Hitherto, it may be said that we have been a nation of countrymen. The England of 1840, of which Arthur Bryant wrote, may not have been quite the same as that sung by William Blake, but it was still green and pleasant. The essential characteristic remained, and it may also be said that the nation's legislators were in general rurally-minded. They might, and usually did, live in London, but their true background was the country house. But there has been a break with that tradition, and the newer generation of politicians, at any rate in the ruling party, judges things from quite a different viewpoint. Their yardstick is the factory rather than the field; they think in terms of the canteen more than the home, and of communal rather than individual activities. That is something not only out of keeping with the English way of life, but altogether alien to it. In fact it does not fit.

Travel teaches

NECESSARILY, the preceding paragraph had to be devoted to explaining a threat to our society. And how can the car help to counter it, or indeed come into the picture at all? Very simply. Between the wars, the popularisation of motoring led to two things. It enabled more people to live at some distance from the towns in which they worked. It turned a vastly greater proportion of the urban population into regular country-goers. In both cases a high proportion of those concerned obtained both an appreciation and some understanding of rural life, and came to realise that all things are not necessarily to be judged by city standards. That has undoubtedly produced an effect, of which one symptom is the change in the attitude of so many townsmen towards agriculture and those engaged in it. This process of education, of which the car is the instrument, will continue. It should do something at any rate to avert a menace with which our land is clearly faced.



LEADING MOTOR MANUFACTURERS

recommend

Essolube

MOTOR OIL

THE OIL FOR WISER DRIVERS

ESSO PETROLEUM COMPANY, LIMITED, 36 QUEEN ANNE'S GATE, LONDON, S.W.1

The MOTOR TRADE PARLIAMENT

In which Readers Express their Views

Communications intended for the Motor Trade Parliament should be addressed to The Speaker, "The Garage and Motor Agent," 62, Doughty Street, London, W.C.1.

Know-All Pupil

SIR,—We have been subscribers to your publication for a great number of years, and have greatly appreciated the excellence of its scope in dealing with trade matters, particularly the "horse sense" expressed in the Editorials.

It appears, however, that the horse has slipped in your Terse Talk of August 4th.

We refer, of course, to your remark "that the Government will never learn if they are not taught."

Unfortunately, the country has learnt, at as yet an unknown cost, that the present Government cannot be taught. It appears they are a collective example of that most dangerous member of the community, the One who *knows* all the Answers.

And it seems that before we as a trade can hope to be constructive, we must assist in being destructive.

Davenport Vernon & Co., Ltd.,
D. DENNE,
Managing Director.

High Wycombe.

[*There is still the hope that they may learn just one lesson and revise their attitude. Even fearing the worst, it behoves all of us to strive in the role of teachers.*—THE SPEAKER.]

Taxi Future

SIR,—I agree with "Transit" that owing to purchase tax and other factors, the fares taxi drivers have to charge are higher than the resident Londoner can pay.

A cheaper type of taxi, such as a three-wheeler, to carry only one or two passengers and no luggage, might help, but I am doubtful if the saving would be drastic enough to compete with the conventional type of vehicle; for after all, it is the man at the wheel who costs the money, and he has to be paid for, directly or indirectly, no matter the type or value of the vehicle he drives.

Notwithstanding the Government report on car parking, I can see no alternative but to prevent cars being taken into those parts of big cities which are really "market places." As all cars are now left locked, they are completely immobile, and must in time destroy the business of the shops in those streets where parking is permitted. Should parking be prohibited, the cab may come back into its own.

COACHBUILDER.

[*It is a fact, however, that in communities where street parking has been prohibited, local shopkeepers have made long and loud protests at the threat to their businesses by keeping the motorist away.*—THE SPEAKER.]

"In Search Of Service"

SIR,—We feel that Mr. H. M. Houghton's letter published on August 4th, and the footnote appended by "The Speaker" call for some comment regarding the object of the Champion "In Search of Service" National Survey.

First, I should emphasise that the considered opinion of a completely representative section of the motor industry was taken prior to the survey being undertaken, and their decision was unanimous as to the desirability of such an inquiry.

Furthermore, a full report on the results of the survey was given by the writer to a gathering which included many dealers from all parts of the country, together with the service managers of the leading vehicle manufacturers.

So much, then, for our "getting the opinions of men whose work brings them into constant touch with the retail motor trade."

I simply cannot accept your contributor's statement that "The motor trade is far too busy to *offer* service." Their very existence depends upon the volume and quality of the service they give to their

G.E.C.
TUBULAR HEATERS
New Assembly System
Easy to stock
Easy to handle

WRITE : for Leaflet No. 1495

THE GENERAL ELECTRIC CO. LTD., MAGNET HOUSE, KINGSWAY, LONDON, W.C.2.

The MOTOR TRADE PARLIAMENT

Continued from page 1292

motoring customers. Owing to the exigencies of the times, the number of old cars which require attention is abnormal, but this condition will not always prevail.

Our survey clearly elicits the fact that motorists are not getting the service to which they are entitled, and I will state definitely that the pressure of public opinion will eventually compel some of the trade to revise its judgment as to what the customer does, or does not, want.

I wonder how many weeks a garage would remain in business if it hung a sign on its forecourt, "We are far too busy to *offer* service."

Far from being asked to perform acts of a charitable nature, the very essence of the Champion survey is to demonstrate that a tremendous added volume of profitable business can be gained by voluntarily offering merchandise and service where it is obviously needed. Why should any garage take it for granted that a caller must automatically resent any tactful offer to help him enjoy more pleasant and safer motoring?

Finally, let it be said that the members of the executive who took part in the survey are all practical motorists, each with over a quarter of a century's driving experience. The occupations of the majority require them to cover considerable annual mileages, and the data collected are factual and the conclusions drawn are fair and reasonable.

The information we have gathered is offered in no spirit of criticism, but is prompted solely by the desire to contribute something helpful to the garage trade in improving and prospering its business. Why, then, the objection?

Champion Sparking Plug Co., Ltd.,
H. G. STARLEY,
Feltham. Director.

[*Last week an hon. Member asked if an idea of customers' reactions to 100 per cent. petrol representation could be discovered. It might not be a bad idea to find out what they think of the "In Search of Service" survey, its results and recommendations.*—THE SPEAKER.]

Defective "Canned" Units

SIR,—With reference to your comments on the letter from the Young Dragon of Hereford in the July 28th issue, since when has St. George swopped his sword for a gun?

"INTERESTED."

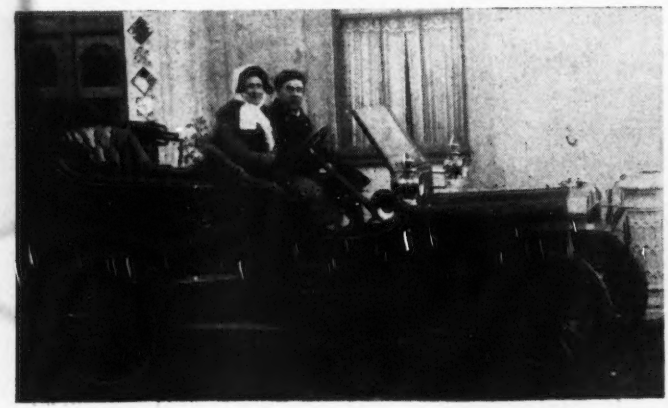
[*But surely even St. George has to move with the times?*—THE SPEAKER.]

Defective "Canned" Hints

SIR,—At least one manufacturer is vigorously pushing engine reconditioning on to distributors.

What does one do when finding the complete set of tappets far out of adjustment and locates old parts which obviously ought to be replaced?

It is necessary to go warily with the higher grade which issues new cars, and things are more complicated when an engine supplied by one distributor bears the stamp of another, and when 20s. is



MEMORY TEST.—Can you identify this car and supply any details about it? The photograph is in the possession of H. F. Welham, the veteran car specialist, of 5-7, Surbiton Hill Road, Surbiton, Surrey, and he is anxious to learn something of its history.

The MOTOR TRADE PARLIAMENT

Continued from page 1294

charged for delivery between them over a distance of six miles.

Roll on the years and the comfortable shade of Lynwood!

Sunningdale Motors, Ltd.,
Sunningdale. A. G. SAXTY.

[*Perhaps "canned units" will have been devised for the human engine before Mr. Saxty gets near to Lynwood days, and, if they are not defective, enable him to put several more thousand miles on the clock!* —THE SPEAKER.]

Historical Tyre

SIR,—In the Castle Museum here we have a rival to John Boyd Dunlop's first pneumatic tyre which, I see, has gone to the Festival of Britain in London from the Royal Scottish Museum, Edinburgh.

Ours is, I should think, the oldest of his pneumatic tyres to be commercially produced. It is on a bicycle which belonged to the late Thomas Humber, a pioneer of the cycle trade who, in 1890, built a bicycle weighing only 23lb., which Dunlop himself described as a masterpiece of engineering.

Among three inscriptions on it is one which runs "The Patent Dunlop Welsh Multiflex Pneumatic Tyre." The Dunlop company, I believe, took over the Welsh business.

W. WRENCH.

Nottingham.

[*Thank you, Mr. Wrench, for an interesting historical record.*—THE SPEAKER.]

The Lady Motorist

SIR,—That gallant and attractive Hon. Member of the Motor Trade Parliament will surely forgive me and join in my delight when I say that the following "Personals" advertisement in the "Daily Telegraph" recently gave me one of the best laughs of a lifetime:—

"Lady wishes to purchase 1950 car, coloured one preferred. . . ."

To comment on this would be to spoil the joke.

HUMBLE MALE.

[*No comment, except thanks for refreshment.*—THE SPEAKER.]

Out of the Past

35 YEARS AGO. "The G. and M.A." 19/8/16.

WE gather that the secondhand market is feeling a considerable draught at the present moment, owing to the petrol situation. That this would be so was obvious to most people in the trade from the very first mention of the scheme. But we believe that the setback is only of a temporary nature and we should be inclined to advise our readers to hold their stocks for a little, if necessary, rather than sell them now at a loss. It might even prove a sound policy to purchase cars at some of the prices now being asked.

20 YEARS AGO. "The G. and M.A." 15/8/31.

THE case for the trade's specialists having what may be termed trade service departments is that, as specialists, they might be supposed able to carry through a given class of work from start to finish with greater efficiency than can the general motor engineer. The case against it is that these specialists don't claim to be experts in the work from start to finish, but in a piece of it. Further, the setting up by them of car accommodation and staff organisation to do the stripping and reassembling may be a lead to the short-circuiting of the trade order. They may be anxious to deal with no one but the trade, yet the existence of complete facilities makes the avoidance of direct-dealing in all circumstances sometimes difficult.

If Premises Could Talk

SIR,—If business premises could talk, some of them would have a marvellous tale to unfold.

Look at this for a range of tenants: Surely the astrological signs were propitious and the background in harmony when premises occupied by an "automatic vaudeville" were vacated, and next tenanted by a firm of motor agents.

And is not the relentless March of Time and Progress reflected in the fact that they are now a bar? Or maybe it was merely a slight adjustment in the trading title more in keeping with the character of the business.

But what next, says Little Sir Echo, tongue in cheek.

JHANSI.

[*But still better would be the tale of those that at some time or another had our Jhansi as their tenant!*—THE SPEAKER.]

That Word "Dealer"

SIR,—A dealer is one who will buy anything that he thinks may be sold again to advantage. He will further endeavour to supply anything that a customer may desire. He can restrict his operations to a particular line, for instance, antique furni-

The MOTOR TRADE PARLIAMENT

Continued from page 1295

ture, cattle, or postage stamps, but the point is that, within his sphere, he has no ties.

Those who are principally concerned with selling a particular make of car, or more than one, have ties, however, and are accordingly in an entirely different category. They spend money, both directly and indirectly, in advertising the makes, and further accept varying degrees of responsibility for providing service to users. They may act as dealers as well, but that is only incidental, and if only for accuracy's sake they should be described by a different title. In this country "agent" is the traditional one, and it is unlikely to be bettered.

Retailers with commitments regarding particular makes, whether as distributors or in a lesser capacity, are all entitled to rank as agents. Those without such commitments are dealers, and among them are many with adequate business premises, and so on, who must be regarded as qualified members of the industry.

As the matter has been raised, it is well to get quite clear about our definitions, and I cannot quite agree with Mr. Roundhill that all genuine traders should be classed as agents, and that "dealer" should be applied only to private house operators. Indeed, from his reference to contractual commitments, I infer that Mr. Roundhill may really hold that view himself.

PROVINCIAL.

[*The real objection to "agent" is that it implies considerable legal power to act for the principal—the manufacturer, so far as motor agents are concerned. Perhaps there is safety in our all-embracing word "Garagist" after all.*—THE SPEAKER.]

The Speaker regrets that it has been necessary to hold over several interesting letters until our next session.

CHASSIS ROCKERS, No. 56. By Betts

"Truth in advertising, eh? I've just measured the distance from this sign to this pump, and it's one hundred and three yards!"

Supreme in Simplicity

The simplest and most accurate instrument yet devised for engine testing, electrical testing and engine tuning. Hundreds of service stations at home and overseas confirm this from experience.

The Crypton B.100 Motor Analyser is the finest investment available to any service station which desires to make engine and electrical service distinctively superior.

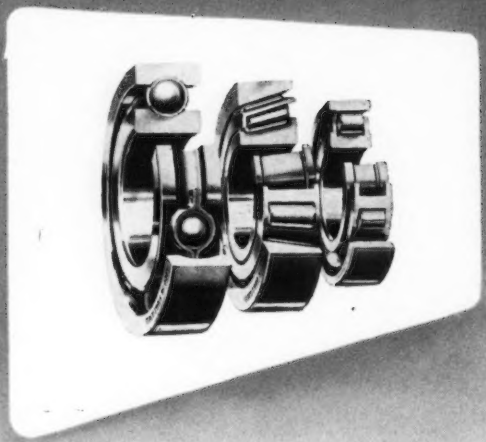
CRYPTON
MOTOR ANALYSER

Supreme in Simplicity

CRYPTON EQUIPMENT LTD · BRIDGWATER · SOMERSET.

Kerry's

service makes NEWS



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A comprehensive range of Ball and Taper Bearings is always carried in the Kerry stocks. A telephone call to your nearest Kerry branch will ensure immediate delivery. Our Service is at Your Service.

★ *If you want tyres quickly, always 'phone Kerry's*

Kerry's (GREAT BRITAIN) Ltd.

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COMMERCIAL VEHICLE & TRACTOR BUSINESS

By "Transit"

Steel, food and money

PLENTY has been heard of the effect of the steel shortage on car and c.v. production. Much less has been printed about the worry it is causing to makers of farm machinery, including tractors. They, too, are faced with uncertainties, and find the present outlook far from promising.

Any brake on agricultural mechanisation would be wholly disastrous at this stage. Farmers still need additional equipment; they must have replacements and spare parts. If all that is not forthcoming, as and when wanted, the country's food production must suffer. That is the short answer to this question, and there can be no getting round it.

Dealing with this in a forceful leader, one of the specialist papers declared that the farmer of to-day must be fully mechanised, or languish. It scouted the view that there is already too much machinery on the land, which is interesting when coming from such an authoritative source as "Farmer and Stockbreeder."

The writer also touched upon the export consideration. In 1950 Britain produced about £85-million's worth of farm equipment, of which about half was sent overseas. That could be readily and very substantially increased, but for the steel shortage. Last year's value, by the way, compares with only £19-million in 1945, and a mere £9-million in 1939, which shows the progress that has been made.

Tractor memoranda

Some readers will be familiar with the name of A. J. Hosier, the Wiltshire farmer, who was the inventor of the haysweep, among other things. There were motor agents who blessed him for that, as it created a demand for old high-powered cars for use in the fields! Mr. Hosier has done a great deal for agricultural mechanisation, and one is delighted to learn that his work has lately brought him an honour. He has been granted an honorary degree as a Doctor of Law by the University of Cambridge.

Watch the German tractor industry. Some of its productions have already appeared here of course, but more are likely to follow. And it is not only the car makers who are going to find increasing competition from that country.

Although it is now some little time since the award was made, it must be recorded in this feature that a B.M.B. President tractor gained a first prize in the competition organised by the Royal Welsh Agricultural Society for equipment for hill farming. The tests were exceedingly strenuous, and this comparatively low-powered machine must have done remarkably well.

Hill farming, by the way, has requirements of its own, and tractor designers should have an understanding of the problems. One is that the engine may have to work when tilted at a considerable angle over quite long periods. If the lubrication system is not planned to allow for this, serious troubles can easily occur; fuel troubles can also be experienced.

Tractor work in very hilly country naturally presents an element of danger, and it is literally vital that the driver should be able to "bale out" quickly if the machine starts to overturn. That is another consideration for designers, but one that really applies wherever the tractor is going to be used. The probability is that some fatal accidents have been caused because the operator could not jump clear in time.

Elementary, Watson

There are, of course, more ways than one of moving goods and supplies about in an industrial plant. Power-driven works trucks may be employed, or the job may be done with a farm-type tractor.

The latter is usually employed with a trailer, but it is simpler to procure a piece of steel plate of suitable size, and to arrange a hitch so that the tractor may tow it in the manner of a sledge. Even a section of corrugated iron might serve for the purpose.

This may appear crude, but it apparently answers very well, and skid transport, as it is termed, is used extensively at the Ford plant at Dagenham, where the writer saw it in operation during a recent visit. Inquiries elicited the fact that it causes no noticeable damage to concrete floors.

Elementary the arrangement may be, but it certainly has the advantage of very low initial cost, besides which such a device can be contrived and made ready for use at very short notice. Many garagists might find it a handy thing to have about the place.

The Motor Industry's News

GENERAL TRADE PLATE REGULATIONS AMENDED

LICENCE EXTENDED TO COVER TRAILERS

FOUR ORDERS REPLACED

PERSONS who hold general trade plate licences as manufacturers or repairers of, or dealers in, mechanically-propelled vehicles may now use vehicles under such licences in connection with any business which they also carry on as manufacturers or repairers of, or dealers in, trailers.

This is authorised under the new Road Vehicles (Registration and Licensing) Regulations 1951 (S.I. 1951 No. 1381, price 1s.) made by the Minister of Transport, and which came into effect on August 15th.

These new regulations, in conjunction with the Road Vehicles (Index Marks) Regulations, 1951 (S.I. 1951 No. 1380, price 1s.) also made by the Minister with effect from August 15th, replace the following:—

Road Vehicle (Registration and Licensing) Regulations, 1949; Road Vehicles (Registration and Licensing) (Amendment) Regulations, 1950, Hackney Motor Vehicles (Seating Capacity) Regulations, and Hackney Motor Vehicles (Seating Capacity) (Amendment) Regulations, 1936.

INDEX MARKS RELAXATIONS

The new registration and licensing regulations are, in the main, a consolidation of the above four, but certain relaxations have been introduced.

There is a special provision for the exhibition of registration marks on works trucks, which are defined as vehicles designed for use in private premises and used on roads only in passing to various parts of the same premises, or to other private premises in the immediate neighbourhood.

Their registration marks may be exhibited either on both sides of the vehicle or only on the back, instead of on both front and back as previously, and these marks need no longer be illuminated at night.

The registration marks of pedestrian-controlled vehicles may be of the smaller dimensions already permitted for motor bicycles, and the front marks may be exhibited in such a manner that they are easily distinguishable from both sides of the vehicle, although they may not be distinguishable from the front.

The new index marks regulations contain the index marks allotted to councils, which were last published in the third schedule to the 1949 registration and licensing regulations, and include a number of additional allotments.

OVERTIME WAGE RATES

APPLY TO DAY OR SHIFT ONLY

Scottish Motor Trade Association, in their monthly "Bulletin," draw the attention of their members to the fact that **overtime is payable on a daily basis and not just on hours worked in excess of 44 in any week.**

It is emphasised that the current N.J.I.C. wages agreements lay down quite definitely that overtime is time worked prior to the normal starting time or following the normal stopping time of the day or shift.

CRAFTSMAN'S CERTIFICATES

AWARDS AT READING

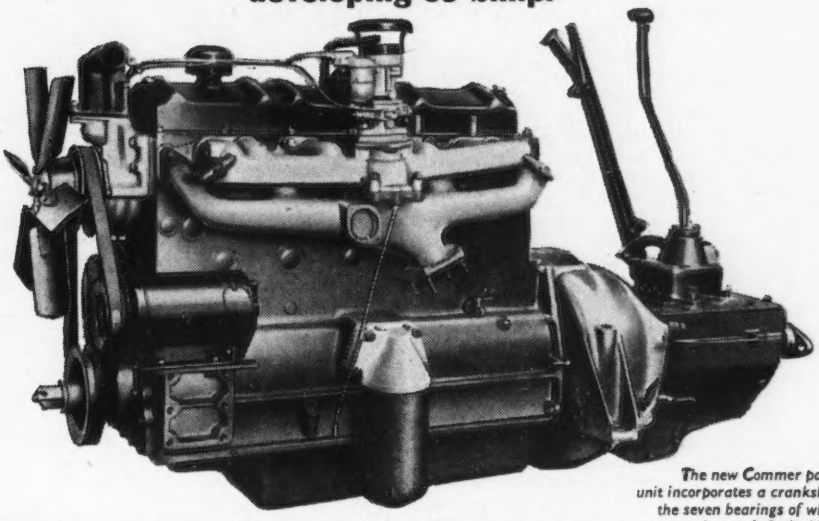
National Craftsman's certificates were handed to nine ex-apprentices at a recent Reading gathering of the Berks, Oxon, and South Bucks Division of the Motor Agents' Association.

Six of the recipients had received their training with Vauxhall-Bedford agents. One came from Major and Major, Chipping Norton; another from Barnes Garage, Wokingham, while the remaining four were all employed at the Oxford and Reading establishments of City Motors.

MORE THAN EVER THE GREATEST TRUCK VALUE!

NEW COMMER 'SUPERPOISE' RANGE

with entirely new 6 cyl. o.h.v. engine developing 85 b.h.p.



The new Commer power unit incorporates a crankshaft the seven bearings of which are adequately flushed from a high capacity oil pump.

Powered by an o.h.v. engine developed on similar lines to the outstandingly successful 'under-floor' unit, but mounted in the conventional position, the new Commer 'Superpoise' range of vehicles combines brilliant performance characteristics with smooth, economical running.

Other major improvements include strengthened chassis frames; stronger rear-axle drive shafts; and advanced design springs and spring anchorages. The hydraulic two-leading-shoe type brakes—servo-assisted on heavy duty models—now embody long-life liners requiring the minimum possible adjustment, whilst road wheels with the new wide-base rims give increased tyre life and a smoother ride.

GREATER POWER

GREATER STRENGTH

GREATER STAMINA

GREATER SAFETY

'SUPERPOISE' RANGE FOR LOADS OF 2 TO 10 TONS

PRODUCTS OF THE ROOTES GROUP

COMMER CARS LIMITED, LUTON, BEDS. EXPORT DIVISION: ROOTES LIMITED, DEVONSHIRE HOUSE, PICCADILLY, LONDON, W.1

MOTOR INDUSTRY'S NEWS

JUNE VEHICLE PRODUCTION

44,740 CARS, 23,556 C.V.s

Cars produced during June totalled 44,740 units, of which 34,731 were for export, and 10,009 for the home market, say the Society of Motor Manufacturers and Traders.

The weekly average for the month (a five-week period) was 8,948 cars. This was lower than the average for May, when 9,540 units were produced weekly.

The total output of cars for the first six months of this year was 244,509 units, of which 189,368 were for export, and 55,141 for home. This total showed a drop of some 18,000 cars on the corresponding figure for last year.

Output of commercial vehicles during June amounted to 23,556 units, 14,530 being for export, and 9,026 for home. The weekly average of 4,711 units, however, showed a decrease on the previous month when the average figure was 5,220 vehicles.

During the first six months of this year, total c.v. production numbered 134,600, of which 85,287 were for export and 49,313 for home. This showed little change on last year's comparable figure of 134,910 vehicles.

Cars exported during the month numbered 28,139, and were valued at £8,887,953. This brought the aggregate for the half year to 185,923 units, valued at £56,589,851, but some 17,700 units fewer than in 1950.

Commercial vehicle exports in June, which numbered 10,853, valued at £5,725,885, were below the previous two months' figures. The total for the first half of 1951 of 70,375 units valued at £33,768,904, compared with 72,660 units, valued at £30,200,000, over the same period of last year.

S.M.M.T. SPORTS COMMITTEE

APPOINTED BY CAR MANUFACTURERS

Car manufacturers of the Society of Motor Manufacturers and Traders have recently appointed a committee to advise on matters relating to the sporting side of the industry, and the regulations therefor.

Members of the committee are:—

W. H. Aldington, Chairman (A.F.N., Ltd.), **T. Sangster** (Riley Motors, Ltd.), **M. E. S. Warren** (Jaguar Cars, Ltd.), **S. H. Allard** (Allard Motor Co., Ltd.), **J. Watt** (Lagonda and Aston Martin, Ltd.), **N. Garrad** (Sunbeam-Talbot, Ltd.).

The committee are willing to help clubs and associations organising events in any way possible.

SUNDERLAND SERVICE WEEK

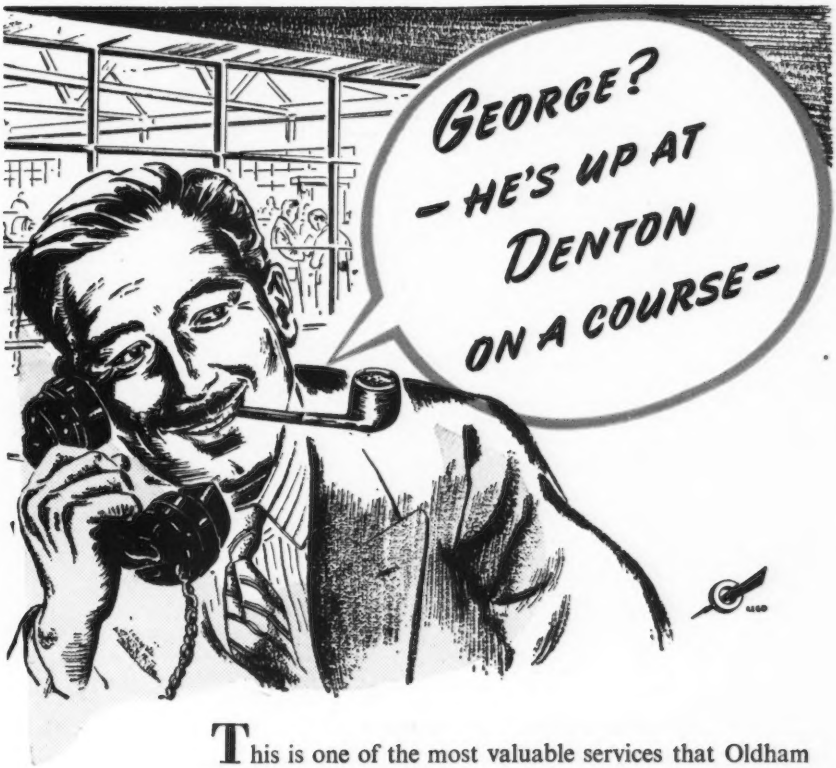
During their recent Standard and Triumph service week, Dunn's Garages (Sunderland), Ltd., checked through over 100 cars, with Standard, Lucas, Girling and Dunlop technicians carrying out the various tests.

Although the company's service premises, consisting of two workshops, are situated some little distance from their main showrooms at Wheatsheaf Corner, Sunderland, everything ran very smoothly.

Only one of the workshops was turned over to the service week and a separate entrance and bay used, so that the normal work of the garage was not interfered with.

On the Wednesday of the week, the directors and staff of the company entertained the servicing representatives who were present to dinner (picture below).

GIVING SERVICE.—A picture taken during the Standard and Triumph service week held by Dunn's Garages (Sunderland), Ltd. The Standard 8 on the left belongs to Willie Watson, England Test cricketer and international footballer.



This is one of the most valuable services that Oldham provide for the motor industry — a constant stream of Service Station personnel is passing through the works at Denton, learning the latest battery repair and manufacturing methods. That is why an Oldham Service Station can give up-to-the-minute battery service.

GET TO KNOW YOUR SERVICE STATION FOR A

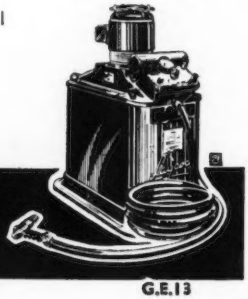
OLDHAM

POWER TO SPARE SERVICE

OLDHAM & SON LTD · DENTON · MANCHESTER · ESTABLISHED 1865

It's Laycock car washing

. . . that gets to the bottom of things. The gentle yet forceful mist quickly brings back that "Showroom Complexion" to the bodywork —the jet easily moves weeks of mud and dirt from axles, framework, etc.—and all with a speed and efficiency that is unbelievable. Yes, Merlin washing puts a new face on things. Send off now for full particulars.



Laycock NIAGARA "MERLIN" HIGH SPEED WASHER
LAYCOCK ENGINEERING CO. LTD., SHEFFIELD 8

G.E.13

MOTOR INDUSTRY'S NEWS

MEASHAM SPECIAL EXHIBITION

TO BE HELD ON SEPTEMBER 18th

Measham Car Sales Organisation are holding a special exhibition in conjunction with their weekly sale on Tuesday, September 18th.

Prizes totalling £600 are being offered for exhibits and entries will be divided in eight classes. These are:

Rolls-Royce, Bentley or Daimler; post-war cars up to 12 h.p.; post-war cars over 12 h.p.; pre-war cars up to 12 h.p.; pre-war cars over 12 h.p.; motor coaches; commercial vehicles, including shooting brakes and utilities; caravans.

A prize of £25 will be awarded in each class, with an additional £50 if the vehicle is subsequently sold. The awards will be made by a panel of three judges and the prizes will be presented at 2.30 p.m. by **Alan Hess**, of the Austin Motor Co., Ltd.

FORD DEALERS' GOLF

Birmingham and District Ford Dealers' Association held their annual golf meeting at Brocton Hall, when the chief guest was General Sales Manager **H. Mortimore**, of the Ford Motor Co. He also presented the prizes. Results:—

Adams Cup (medal) won by **R. Guest** (West Bromwich). Silcock and Colling Cup (bogey) won by **Col. T. Tait** (Cheltenham). Other winners: 2nd medal round, **G. A. Clifford** (Birmingham). 2nd bogey round, **F. C. B. Jones** (Ford Motor Co.).

At the dinner held in the evening following the meeting, the association's Chairman, **"Dil" Adams**, presided.

NEW FIRESTONE BOOKLET

Compiled with the object of giving the reader an indication of the care and precision with which every operation in the making of tyres is controlled, a new booklet, entitled "That's Worth Knowing," has been published by the Firestone Tyre and Rubber Co., Ltd.

The booklet, which has clear and interesting illustrations relating to the subject matter on nearly every page, describes the numerous tests and inspections that take place throughout every stage in the manufacture of tyres to ensure consistently good products.

Show Dates

Motor Show (36th International), Oct. 17th to 27th, at Earls Court, London. Organisers, Society of Motor Manufacturers and Traders, 148, Piccadilly, London, W.1.

Cycle Show, Nov. 10th to 17th, at Earls Court, London. Organisers, British Cycle and Motor Cycle Manufacturers and Traders Union, The Towers, Warwick Road, Coventry.

Smithfield Show, Dec. 3rd to 7th, at Earls Court, London. Organisers, Smithfield Show Joint Committee, 148, Piccadilly, London, W.1.

NUFFIELD CHARTER SHIP

FOR EXPORTS TO AUSTRALIA

In an effort towards overcoming the shipping difficulties to Australia, the Nuffield Organisation have chartered the motor-ship Exmoor, of 5,300 tons, to carry 1,000 Nuffield vehicles to the Commonwealth on a single voyage.

The Exmoor is due to sail from London about the middle of this month for Melbourne, and will carry Morris cars, commercial vehicles and Nuffield tractors. This ship is the first of several chartered by Nuffield to carry cars awaiting shipment during the second half of the year.

BUSINESS DEVELOPMENTS

Eagle Garage, 128a, Camden Road, London, N.W.1, has been bought by **Blue Star Garages, Ltd.** The transaction was negotiated by Goy and Richards, Ltd., 555, Watford Way, Mill Hill, London, N.W.7.

Edmunds, Walker and Co., Ltd., have recently opened two new branches in Scotland. One at 32, Thistle Lane, Aberdeen (Tel.: Aberdeen 25301-2); and the other at 1, Fraser Street, Inverness (Tel.: Inverness 1485).

Smith's Motor Accessories, Ltd., have now available a comprehensive service for K.L.G. sparking plugs at their depot at 153-5, Bothwell Street, Glasgow, C.2. Personal advice on suitable plugs for all purposes will be given, and a cleaning and replacement service operated.

MOTOR INDUSTRY'S NEWS

OFFICE STAFF WAGE RATES

GUIDE FOR S.M.T.A. MEMBERS

Office and clerical staff in the motor vehicle retail and repairing trade do not, of course, come under any of the N.J.I.C. wages agreements.

For guidance of their members, who frequently consult them on this point, the Scottish Motor Trade Association have published the following scale in their monthly "Bulletin." The scale is that recommended by the Engineering and Allied Employers' Federation for a weekly wage.

Age	Females £ s. d.	Males £ s. d.
15	1 5 9	1 5 9
16	1 10 9	1 10 9
17	1 17 0	1 17 0
18	2 11 3	2 11 3
19	2 17 6	3 2 6
20	3 4 0	3 15 3
21	3 17 0	5 5 6

It should be noted that these wage rates are purely for the guidance of employers and are not substantiated by any trade agreement.

CORNWALL M.A.A. AT SEA

Committee members of the Cornwall Division of the Motor Agents' Association held their monthly meeting at Falmouth, where they were given lunch by local members.

After the meeting, the party toured the docks in motor launches and tied up to a boat near St. Mawes for tea. They then went for a short fishing expedition.

BELGIAN VEHICLE SALES

GERMANY OUSTING BRITAIN

Although percentage sales of American and French vehicles in Belgium during the first five months of this year remained comparable with the 1950 figure, **German sales of both cars and commercial vehicles increased at the cost of British makes.**

According to figures just released, 25,927 cars were sold during the period. Of these 6,937 were French, 6,836 American, 6,039 German and 4,988 British.

During the same period, 6,994 commercial vehicles were sold, of which 2,375 were American, 2,061 British, 1,511 German and 946 French.

TALK ON STEAM CARS

Under the auspices of the British Light Steam Power Society, a talk will be given in London on September 22nd on the "Problem of the Steam Car," by M. Harman Lewis, B.Sc., Fell. Inst. Fuel.

The object of this society is to aid in the modern development of the small power steam units which are now being carried out in this country. Inquiries should be addressed to the hon. Secretary, British Light Steam Power Society, Craig View, Cannan Avenue, Kirk Michael, Isle of Man.

COMING SERVICE WEEKS

Service weeks arranged to be held during the week beginning August 27th are:—

Austin. — **Murray and Charleton, Ltd.**, College Avenue, Newcastle-upon-Tyne.

Standard and Triumph. — **James Ferries and Co., Ltd.**, The Motor House, 84-6, Eastgate, Inverness.

M.A.A. AFLOAT.—On board the motor cruisers during the Cornwall M.A.A.'s day at Falmouth. (Report above.)

No car is finer
Than a Morris Minor
Except another Minor
(let's be frank)
With SHELL in its tank
THE FESTIVAL SPIRIT
Let's be gay, goodbye to sorrow
Pool today—but SHELL tomorrow

MOTOR INDUSTRY'S NEWS

INCREASED STEEL PRICES

EXTRA BURDEN ON MOTOR INDUSTRY

Prices of motor industry products will almost inevitably be affected by the increases in the cost of iron and steel announced by the Ministry of Supply last Monday.

The rise in steel prices is considerable. Plates are up by 19½ per cent., sheets by 20½ per cent., and billets by 25 per cent. **One immediate effect was the increase in prices for nuts and bolts on the day of the announcement.**

A Ministry statement said that the increases were necessary because of a sharp rise in the price of imported iron ore, scrap pig iron, and semi-manufactured steel. Recent increases in costs in Britain included wages, railway freight charges, road transport, scrap and fuel.

The statement added: "The loss arising from buying finished steel abroad and selling it in this country at home prices has hitherto been borne by the Exchequer.

"This loss has risen steeply with the sharp rise in world prices, and the Government have decided that to avoid an increase in the subsidy, **the trading loss, but not the import duty, should now be recovered by an adjustment spread over home-controlled prices.**

"The last general increase in steel prices was in April, 1949, of between £2 and £3 a ton. Since then, there have been many rises in materials and production costs, but they have been mainly borne by the industry."

TRAINING MOTOR MECHANICS

COURSES AT GRAVESEND COLLEGE

Gravesend Technical College begin their autumn term on September 6th. From that date, as in previous years, day classes will be held for apprentices in the motor vehicle retail and repairing trade. The evening classes for motor vehicle mechanics begin on September 20th.

Full details of all motor engineering courses held at the college may be obtained from the Principal, E. Guy, M.Sc., or from the Responsible Lecturer, P. H. Mainprize, A.M.I.M.I., M.S.A.E., Gravesend Technical College, Darnley Road, Gravesend.

As in previous years, the college have arranged to hold a series of lectures for the motor industry during the period September to April, details of which will be notified later. Admission is free.

ALL DONE IN 20 YEARS

Congratulations to Managing Director **N. Hindle** and Director **R. E. Smart**, of Hindle, Smart and Co., Ltd., who have in a 20 years' partnership built up the firm bearing their names to a strong position both in the home and export market.

A tribute to this fine achievement of the two partners is contained in the summer issue of the "Helecs News," the house magazine of the firm, who are, of course, the makers of Helecs battery electrics, with branches in London, Birmingham and Manchester.

UP IN THE WORLD.—Good publicity for the Car Mart, Ltd., is this appearance of an Austin A.70 Hereford saloon on the canopy over the main entrance at the firm's Hendon Works. Actually it is a body shell of that model on a wooden frame mounted on four wheels. The shell is sprayed cream outside and grey within. The many comments heard have ranged from queries as to how the car was lifted to this position to remarks that it is a terrible waste when new cars are so scarce!

Austin

Personal Service Touring Kits

SELL THEMSELVES

EXTRA SERVICE FOR YOUR CUSTOMERS—**EXTRA** SALES FOR YOU!

The holiday season is in full swing; motorists are busily preparing to go touring at home and abroad. Each will welcome a handy Austin Personal Service Touring Kit made up of a careful selection of parts for emergency use, individually sealed against damp and attractively packaged. Stock them now—you'll sell them quickly!

All these factory-sponsored items have a ready sale—it will be to your advantage to stock them.

LOOSE SEAT COVERS

Austin 'Tailor-made' loose seat covers are made of hard-wearing pure wool felt, in a wide range of colours. They keep upholstery from becoming soiled and protect clothes.

AUSTIN RUBBER WINGS

Austin Rubber Wings to fit Series I, 2—and 5-tonners keep their shape permanently and are weather and shock resistant. Truck-operators need them.

FULL DETAILS FROM THE AUSTIN MOTOR COMPANY LIMITED · LONGBRIDGE · BIRMINGHAM

AUSTIN—you can depend on it!

Keeping up the pressures

Keeps up the sales

Every motorist should have his own personal tyre pressure gauge. With it he can test his tyres regularly, and, by keeping them at the recommended pressures, increase their serviceable life. Sell Schrader gauges, and with them an assured increase in tyre life. This keeping up the pressures means keeping up your sales.

Schrader

Gauges

A. SCHRADER'S SON · BIRMINGHAM · ENGLAND

MOTOR INDUSTRY'S NEWS

PERSONAL ITEMS

Bentley Motors (1931), Ltd., have appointed two new directors. They are **J. E. Scott** and **R. F. Messervy**, who are respectively Sales Manager and Service Manager of the Rolls-Royce and Bentley Organisation.

After 38 years as Managing Director of Lodge Plugs, Ltd., **Bernard Hopps** has retired. He will continue to act as Chairman of the board and as Technical Director. Their General Manager, **F. M. Sayers**, will be responsible to the board for the management of the company.

Col. W. H. Briggs, deputy lieutenant, Chairman Watford Motor Co., Ltd., since its inception in 1921, died recently aged 80.

Director and General Manager **Basil Clifton**, of Boyded (Pty), Ltd., who hold the Vauxhall and Buick franchise in the Sydney area, and his brother, Director and General Manager **Kevin V. Clifton**, of Clifton's, Ltd., who hold the General Motors franchise in the Tamworth area, New South Wales, have left Sydney by air for a month's business trip to the United Kingdom and U.S.A. They will investigate merchandising methods and service practices in the two countries.

British Internal Combustion Engine Research Association have re-elected **Viscount Falmouth, M.I.Mech.E., Companion I.E.E.**, as their President for 1951-2. **H. B. V. Teague**, of Crossley Brothers, Ltd., succeeds **J. Jones** as Chairman of the Council.

N. J. Henderson has joined the tyre sales organisation of the North British Rubber Co., Ltd., and will cover Northern Ireland.

Berkeley Coachworks, Ltd., have appointed **R. D. Russell, R.D.I., F.S.I.A.**, and **R. Y. Godden, R.D.I., A.R.I.B.A., F.S.I.A.**, as design consultants to the company.

Two executives of F. Perkins, Ltd., **D. F. W. McNair**, Manager of the export sales branch, and **G. R. Guest**, head of new sales projects, have sailed for Canada to develop sales of Perkins diesel engines and establish generally a market for them in that country.

LIGHTED PETROL SIGNS BAN

BY CUCKFIELD RURAL COUNCIL

Permission to erect illuminated signs advertising the sale of petrol has been refused to all garages along the section of the main London-Brighton road controlled by the Cuckfield Rural Council. **The council consider that such signs would be detrimental to the amenities of the locality.**

All garages involved have been advised to get in touch with the council's officers before installing such signs so that they might not be put to the extra cost of removing advertisements which offend the council.

TRIED ONE—BOUGHT FOUR

AMERICAN COMEDIAN'S CAR DEAL

During his recent appearance at the London Palladium, Red Skelton, the American comedian, bought four Jowett Jupiters. The deal was completed by Sales Director **J. Mellor**, of Shaw Motors, Ltd., Jowett dealers, of Garratt Lane, London, S.W.17.

On his return to the Savoy Hotel after a trip through the West End in the Jupiter, Red Skelton tapped Mr. Mellor on the shoulder and said: "O.K. I'll buy it. And I'll have three more for my friends. **These British cars sure have got something**" (picture below).

JUPITER HAND-OVER.—One of four Jowett Jupiter cars recently supplied by Shaw Motors, Ltd., of 666-678, Garratt Lane, London, S.W.17, to well-known American entertainer, Red Skelton, is being handed over by Sales Director J. N. Mellor of Shaw Motors, Ltd.

MOTOR INDUSTRY'S NEWS

Show Functions

Oct. 16th.—Society of Motor Manufacturers' and Traders annual dinner, Grosvenor House, Park Lane, London, W.1.

Oct. 17th. — Motor Ball in aid of Benevolent Fund, Dorchester Hotel, Park Lane, London, W.1.

Oct. 18th. — Nuffield Organisation distributors' dinner and cabaret, Grosvenor House, Park Lane, London, W.1.

Oct. 18th. — Standard Motor Co.'s Overseas distributors' convention (morning), dinner-dance (evening).

Oct. 19th. — Riley Motor Club "Show" dinner-dance, Park Lane Hotel, London, W.1.

Oct. 19th. — Sunbeam - Talbot Owners' Club annual dinner, Dorchester Hotel, London, W.1.

Oct. 23rd.—Motor Agents' Association annual dinner, Dorchester Hotel, Park Lane, London, W.1.

Oct. 23rd.—Singer Show Party, 23, Knightsbridge, London, S.W.1.

Oct. 23rd. — Standard Motor Co.'s home distributors' and senior dealers' luncheon, Hyde Park Hotel, London, S.W.1.

MINIATURE CAR RACING

Model motor racing by authentic scale models on a specially designed track will be seen for the first time at the "Model Engineer" Exhibition which is being held at the New Royal Horticultural Hall, Westminster, London, from August 22nd to September 1st.

The cars will be scale models of Grand Prix types—the B.R.M., Ferrari, Alfa Romeo, Maserati, Lago Talbot and Delage. Throughout the period of the exhibition they will be raced three times a day.

"TIN AND ITS USES"

Current issue, No. 24 of "Tin and Its Uses," published by the Tin Research Institute, contains a description, accompanied by many photographs, of the new laboratories recently opened by the institute at Greenford.

Other illustrated features are articles on the new tin-nickel alloy coating and on tin-zinc coating. Tin mining in the Belgian Congo is also described with a map showing the location of the mines.

Copies of issue No. 24, as well as other publications of the institute, can be obtained free of charge on application to the Tin Research Institute, Fraser Road, Greenford, Middx.

REST OF THE NEWS

:: :: **Lighting-up Times (Greenwich): Saturday, August 18th, 9.18 p.m. Saturday, August 25th, 9.4 p.m.**

:: :: **National Insurance Contributions.**—Readers are reminded that, in accordance with the National Insurance Act, 1946, National Insurance contributions will be increased as from October 1st. Details of the new rates are given in Leaflet N.I.63, obtainable from any National Insurance office.

:: :: **Tunbridge Wells Rally.**—Members of the Veteran Car Club have been invited to compete in the rally being organised by the Tunbridge Wells M.C. for August 28th. Particulars can be obtained from John Mew, 12, Whybourne Crescent, Tunbridge Wells, Kent.

:: :: **Co-op. Petrol Sales.**—Members of the Newcastle-on-Tyne Co-operative Society protested at their recent quarterly meeting against the closing down of the society's Claremont Road petrol station. The chairman explained that sales from the station would have increased the dividend, but the board had been compelled to close it down.

:: :: **Polish Synthetic Petrol Plant.**—Synthetic petrol is being produced for the first time in Poland at the chemical works at Dwory, near Oswiecim. Russian experts and specialists have helped in the construction of the plant and in the initial production.

:: :: **World Tour Sequel.**—Following the recent round-the-world-tour in 21 days by an Austin A40 sports model, Alan Hess, the team leader, was received by Mrs. Eleanor Roosevelt. As a memento of the tour, Mr. Hess presented Mrs. Roosevelt with a morocco-bound album of gramophone records by the Birmingham Symphony Orchestra and the Concertgebouw Orchestre of Amsterdam.

:: :: **Ferodo Bowls Tournament.**—We have been asked to point out that H. Walton, the runner-up in the Oldham Darts Cup competition held in conjunction with the recent Ferodo Cup bowls tournament, is the foreman of the auto-electrical department of E. Hammond and Co. (Auto-Electric), Ltd., of Manchester, and is not employed by Ferodo, Ltd., as was reported by the secretary of the Manchester Benevolent Fund Committee.

DOMINION TYRES

There are strong, dependable Dominion tyres for cars and commercial vehicles, and they're built by craftsmen who work to one standard only—the best. So when customers demand the best, you can recommend Dominion with complete confidence. All Dominion tyres are tempered for toughness—they're better that way. You get more resilience, less heat, and longer life from every Dominion tyre.

Tough yet resilient, the tyre above is the Dominion "Royal Block". Built for long distances with frequent stops.

DOMINION RUBBER COMPANY LTD.

62 & 64, HORSEFERRY ROAD, LONDON, S.W.1

OTHER POPULAR DOMINION PRODUCTS INCLUDE:—
FLEETFOOT SPORTS SHOES
USKIDE SOLES AND HEELS
RAINBOW BELTING

TORTUOUS TALKS on TRADE TOPICS

by "Jhansi"

Illustrated by "Betts"

Mislaid, yes . . . . but Lost, never

What can go wrong

DON'T lose heart, ye seekers of Lost and Mislaid Documents. Yea, indeed, for what office of any size and age has not been on the spot because of L. and M.D.?

Even in the Halls of the Mightiest of all, the All-Hallowed Ministries, it has been known for documents to be MISLAID (but *never*, of course, LOST, in their case).

Yea, again, for was it not found that the reason our factory could not get its bulk supply of soap during the war was because the survey of requirements and so on was MISLAID? And when we shut down and the contents reverting to H.M. Ministries were due to go home, were not many of their documents MISLAID? At least, we made a lot of copies for them to get things going.

. . . kicked myself steadily at hourly intervals.

Why, a slight typing error can easily lead to Fanny mis-filing a document. Sometimes somebody *borrows* an inoffensive letter that suddenly becomes "significant." By then, nobody knows the borrower, who saw no reason to leave his fingerprints.

Maybe the boss slides a letter in a drawer and forgets it, while the whole staff spit feathers in their vain search for the mislaid document.

These affairs can range from a mild search in a filing basket to a full-scale commando attack by the senior office-wallahs. Everybody has the jitters, even Fanny is in tears by 9.20 a.m., which is unusually early for her. The attack may develop into a siege for weeks, according to the nature and scale of operations.

Into the mire

Some office adventures came to mind recently because I suffered under a glut of mistakes by others. As I expected, I soon fell in the mire myself, as the result of my own errors. Yes, a batch of vouchers were missing for accounts I'd paid over a year before. But searches of the past have taught me to look for anything of possible significance in lost or mislaid documents, either in date or name.

In this case I soon noted that *all* the documents narrowed down to accounts redirected to me while on tour. The dates proved that to a

1 *With two frontsmen away ill, the proprietor of Smithson's garage had to take over out front. He decided to try his hand at selling Carburol.*

2 *During that week, he found that seven out of every ten motorists took Carburol when asked. And here was a line that showed* double *profit.*

GARAGES DISCOVER DOUBLE - PROFIT IN CARBUROL

The above true story is just one example of how garage owners are finding an unusually rich source of profit — just for the asking. By simply saying "Carburol, sir?", they are making *double* the normal profit on upper cylinder lubricants.

Carburol is so easy to sell: Carburol advertising is creating millions of new "upper cylinder lubricant" customers for you. Never before have motorists been made to realize the importance of upper cylinder lubrication. This advertising and your sales aids give you a fine opportunity of making Double-Profit — the easy way. Whenever a customer asks for petrol, it only takes 10 more seconds to serve Carburol.

3 *When the men came back, the boss gave them a new drill. "Just say, 'Carburol sir?' to every motorist—it's as easy as falling off a log."*

4 *Smithson had rarely had such a good quarter —he could afford a bonus for the men. Waving their thanks aside, he said "Don't thank me. The bonus was always there*—for the asking."

HELP YOURSELF TO DOUBLE-PROFIT WITH

Carburol Regd.

THE UPPER CYLINDER LUBRICANT AND FUEL ECONOMIZER

UNITED LUBRICANTS LIMITED, COMLEY'S WHARF, TOWNMEAD ROAD, LONDON, S.W.6.

Manufacturers of Carburol—Upper Cylinder Lubricant & Fuel Economizer; Dextrol 10-Star Engine Oils, Gear Oils and Greases; Dextrol Detergent Oils (for Diesel engines)

split-second. Obviously a packet of 20 or 30 papers was missing, which probably covered the whole gap, and included a missing set of cheque counterfoils.

This knowledge directed my search along narrower channels. Sure enough, after a vigorous two-day search I found a sealed packet misfiled (by me) with the whole lot intact.

Matter of luck

I was quite cocky for a bit until I found still another personal cheque book stub missing. On principle, I was cross with myself. None of us ought to mislay documents common sense tells us are significant. So I kicked myself steadily at hourly intervals for two days, but went on with other things.

Past office searches on hands and knees aided not only by bloodhounds, but bevies of hula-hula girls, have also taught me that there is a great element of luck in dropping on things.

Never lose heart, as I said at the start, and listen to my luck theory at work in practice. Yesterday evening one of the buttons at the back of my trousers came off suddenly. The other held, but this morning I put another pair on, and automatically transferred money, bunch of keys, and, listen, the "live" cheque book from my hip pocket.

Bless my life, but there was a cheque book there already! The missing one, of course, completely used up, and with the receipt for the last payment made, when I wore those trousers eight months ago. It was the thousandth chance (it always is in these cases!) that I should change immediately after using the last cheque and not use the suit for so many months. Naturally, when I wanted another cheque, I went straight for a new book. The ever-frail human element again, as usual.

So, all ye who eagerly seek, either upon your own, or lashed by an infuriated office-manager, or chargehand, be of good cheer. Blessings upon thy search, and may it be fruitful. I hope your braces or something collapse, and solve *your* troubles too.

For the Garagist's Bookshelf

Copies of the following publications can be obtained from the manufacturers concerned on mentioning "The G. and M.A."

Under My Bonnet.—By G. R. N. Minchin, an amateur motorist, these reminiscences contain many hitherto unpublished anecdotes of famous people in the world of motoring, including Sir Henry Royce, Lord Nuffield, Sir Malcolm Campbell and Sir Henry Segrave. Since beginning his motoring career in 1901, Mr. Minchin has owned 13 motor cycles and 154 cars, but always he has had a great liking for Rolls-Royce and Bentley cars, and through his friendship with their originators, Sir Henry Royce and W. O. Bentley, he is able to give many interesting glimpses of the development of the two firms and of their subsequent amalgamation. Illustrated with many interesting photographs, "Under My Bonnet" is published by G. T. Foulis and Co., Ltd., at 15s. 5d. post free.

Continental Sports Cars.—For those garagists who regard the unusual among cars with interest and even enthusiasm, rather than with dismay, this book by W. Boddy will be sheer delight. It deals with all the better-known and many of the lesser-known sports cars from the Continent. Mr. Boddy has cast his net sufficiently wide to include a number of continental cars which are hardly sports cars in the strict sense of the term, but which gained a considerable reputation in this country among discerning motorists for their good handling qualities. A considerable amount of useful servicing data is also given. Consisting of 125 pages and illustrated with many photographs, "Continental Sports Cars" is published by G. T. Foulis and Co., Ltd., at 10s. 4d. post free.

On my right..

In the heavyweight class this MILLENNIUM type S.391 single pump Jack is more than a match for any opponent up to 8 tons. But then it comes from a long line of champion weight-lifters, whose triumphs date back to the 19th century! When buying Motor Jacks, weigh carefully the value of Lake & Elliot's 50-year reputation—and specify MIDAS and MILLENNIUM. Our illustrated catalogue will be sent on request.

JACK SPECIFICATION
TYPE S.391

Minimum Height.	10¼"
Power Lift.	7"
Hand Extension.	5½"
Extended Height.	22½"
Handle Length.	36"
Weight, lbs. filled, less handle.	36
Weight of Handle, lbs.	4½
Capacity (in tons of 2240 lbs.)	8

MILLENNIUM
HYDRAULIC AND SCREW JACKS
MIDAS

HYDRAULIC & SCREW JACKS

Refill with
MILLENNIUM JACK FLUID only

Lake & Elliot Ltd.
BRAINTREE ENGLAND

Motor Trade Commercial Report

COUNTY COURT JUDGMENTS

THE returns given below have been obtained from the Registry of County Court Judgments. **The Register does not differentiate between actions for damages and those for debts, or otherwise show in any case the nature of the dispute which may have made reference to the Court for its decision desirable.** Also, it is not known whether the judgments have been satisfied at this date of publication, but in many instances the amounts may have been settled between disputants and paid. **Further, the persons sued may have been acting for the defendants in representative capacities, and the claims may not have been against them personally; alternatively, the proceedings may have been personal matters unconnected with the businesses whose addresses have been used.**

A. J. Alix, 4, Keyford, Frome, garage propr. £69 16s. June 18.

B.M.P. Motors, Ltd., r.o. 2a, Marlow Rd., Anerley, S.E.20. £37 7s. 10d. July 8.

L. Clarke, Doddington, March, motor dlr. £25 12s. June 26.

J. Connolly, 8-10, Celbridge Mews, Porchester Rd., London, W.2, motor engr. £16. July 5.

A. B. Conrad, 23, Montague Place, Brighton, 7, motor engr. £12 9s. July 6.

— Drew, Victoria Garage, Frome, garage propr. £14 19s. 11d. June 15.

J. C. Henry, Kirkgate Garages, Sherburn-in-Elmet, Yorks, motor engr. £78 9s. 11d. July 6.

Industrial Motor Services, Exeter St., Newport, Mon. £12 19s. 6d. July 11.

Modern Motor Services, 2, Wigston Rd., Oadby, Leics, motor engrs. £16 4s. 5d. July 5.

A. J. Reed (t.a. Malthouse Garage), Leigh Rd., Chulmleigh. £22 3s. June 4.

K. Robson, 41, Bawtry Rd., Harworth, Notts, motor dlr. £21 17s. 10d. July 9.

Roscoe Garage, Roscoe Mount, Leeds, 7, motor engrs. £20 6s. June 27.

J. W. Smith, Rose Bank Garage, Ambler Thorn, Halifax, garage propr. £16 10s. June 30.

R. Swan, Strethall, Essex, motor engr. £29 17s. June 20.

N. R. Sykes, 62, Welholme Rd., Grimsby, motor engr. £26 14s. 3d. July 4.

F. A. Tolputt, St. Omer, New House Rd., Canterbury, coach body bldr. £33 10s. July 3.

Warners Motors, Ltd., r.o. 53, George St., Manchester, 1, car salesmen. £10 3s. July 3.

W. R. Whitehead (t.a. Medway Auto Sales), Alma Garage, Alma Place, High St., Chatham, motor engr. £19 0s. 5d. July 12.

W. R. Whitehead, Alma Garage, Alma Place, High St., Chatham, garage propr. £101 9s. June 22.

G. W. R. Woods, Meredith, Holcombe, nr. Bath, motor engr. £35 18s. 10d. June 28.

INCREASES OF CAPITAL

Alityres (Smethwick), Ltd.—Increased by £4,500, beyond the reg. cap. of £1,500.

Exeter Tyre Co., Ltd.—Increased by £5,000, beyond the reg. cap. of £10,000.

Blunt, Taylor & Co., Ltd.—Increased by £32,500, beyond the reg. cap. of £7,500.

Melvin Motors, Ltd.—Increased by £44,000, beyond the reg. cap. of £50,000.

Conway Car Accessories, Ltd.—Increased by £4,900, beyond the reg. cap. of £100.

Grimsby Motors, Ltd.—Increased by £10,000, beyond the reg. cap. of £10,000.

Bert-Raper, Ltd.—Increased by £2,000, beyond the reg. cap. of £3,000.

J. J. Tait, Ltd.—Increased by £3,500, beyond the reg. cap. of £1,500.

Percy Johnson, Ltd.—Increased by £1,000, beyond the reg. cap. of £1,000.

West End Garage (Bruton), Ltd.—Increased by £4,000, beyond the reg. cap. of £6,000.

H. M. Hobson, Ltd.—Increased by £200,000, beyond the reg. cap. of £200,000.

Leyland Motors, Ltd.—Increased by £1,133,866, beyond the reg. cap. of £2,300,000.

RECEIVERSHIP (APPOINTMENT)

Joseph Hamilton & Sons, Ltd.—H. J. Sanders, D.S.O., M.C., F.C.A., 11, Ironmonger Lane, E.C.2, was appointed receiver on July 3, under powers contained in debenture dated Mar. 30, 1948.

NEW COMPANIES

Chapman & Co. (Doncaster), Ltd.—Private co., reg. July 24. Cap., £1,000. To carry on the business of garage proprs., engrs., motor body bldrs., paint sprayers, etc. Directors: C. A. Lees, C. Chapman, G. A. Green. Reg. office: 18a, Silver St., Doncaster.

Studholme, Dickson & Co., Ltd.—Private co., reg. July 25. Cap., £30,000. To acquire the business of a motor engr. and garage propr. now carried on by T. Studholme at Castle Garage, Irish St., Whitehaven, as T. Studholme, Castle Garage. Directors: I. H. Dickson, T. Studholme. Reg. office: Castle Garage, Irish St., Whitehaven, Cumberland.

Continental Drive Hire, Ltd.—Private co., reg. July 31. Cap., £500. To carry on the business of hirers of self-drive cars and other similar vehicles, etc. Directors: C. W. Kieft, Mrs. M. Kieft, A. H. G. Hume. Reg. office: O.M.I., The Trading Estate, Bridgend, Glam.

Harco Tyre & Rubber Co., Ltd.—Private co., reg. in Edinburgh July 28. Cap., £1,000. Subscribers: B. B. Leinters, Dorothy Ballantyne. Reg. office: 56, Inchinnan Rd., Renfrew.

Princes Garage (Hammersmith), Ltd.—Private co., reg. July 30. Cap., £100. Directors: W. A. Russell, Mrs. D. Russell. Reg. office: 162, Uxbridge Rd., W.13.

Abbey Garage, Glastonbury, Ltd.—Private co., reg. July 28. Cap., £6,000. To acquire the business of motor engrs. and garage proprs. carried on by P. H. Alves and A. C. Hickin as Abbey Garage, Glastonbury, Som. Directors: P. H. Alves, R. C. Clare, Isobel M. Pople, R. W. Preece. Reg. office: Abbey Garage, Magdalene St., Glastonbury, Som.

G. H. Martin (Sales & Service), Ltd.—Private co., reg. July 26. Cap., £2,000. To carry on the business of motor, mechanical and general engrs., electricians, coach and carriage bldrs., body bldrs., etc. Directors: G. H. Martin, Mrs. D. Martin. Reg. office: High Level Approach, Newcastle-on-Tyne, 1.

T. P. Topping & Co., Ltd.—Private co., reg. in Belfast July 19. Cap., £10,000. To acquire the business of automobile engrs. now carried on at Dublin Rd., Enniskillen, as T. P. Topping & Co. Directors: T. P. Topping, J. C. Little. Reg. office: Dublin Rd., Enniskillen, Co. Fermanagh.

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INCREASE YOUR SALES AND PROFIT BY GOOD DISPLAY

SIMPLIFY YOUR STOCK PROBLEM

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BRENTFORD & PLYMOUTH

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Motor Trade Commercial Report—*Continued*

J. Lester (Cars), (1951), Ltd.—Private co., reg. July 27. Cap., £100. To carry on the business of manfrs. of motors and motor vehicles of all kinds, etc. Directors: H. Lester, Jnr., J. C. C. Mayers. Reg. office: Bath Rd., Thatcham, Berks.

Grange Garage (Hayes), Ltd.—Private co., reg. Aug. 8. Cap., £1,300. To carry on business as indicated by the title. Directors: S. C. Lay, J. C. Lay, R. W. Hill. Reg. office: Grange Garage, Uxbridge Rd., Hayes, Middx.

W. M. Richards (Bishopston), Ltd—Private co., reg. Aug. 3. Cap, £1,000. To carry on the business of proprs. of garages and service stations, etc. Directors: W. Richards, Mrs. F. M. Richards. Reg. office: The Garage, Bishopston.

Burnside Motor Co., Ltd.—Private co., reg. in Edinburgh Aug. 4. Cap., £100. Subscribers: D. P. B. Prosser, N. C. Prosser. Reg. office: 163, Calderwood Rd., Burnside, Rutherglen.

Prossers Car Deliveries, Ltd.—Private co., reg. in Edinburgh Aug. 4. To carry on the business of transporters and deliverers by road, rail and sea, etc. Subscribers: D. P. B. Prosser, N. C. Prosser. Reg. office: 113, St. George's Rd., Glasgow.

Radiocabs (London), Ltd.—Private co., reg. Aug. 4. Cap., £100. To operate a service of communication by telephone and radio telephony or otherwise between the public and the proprs. of licensed taxicabs, for the hire thereof, etc. Directors: L. Levy, J. Samuels, A. B. Samuels, C. P. Reece, W. L. Levy. Reg. office: 32/a, York Way, Kings Cross, N.1.

Fairclough Bros., Ltd.—Private co., reg. Aug 3. Cap., £7,500. To acquire the business of motor coach and motor garage proprs. carried on by J. Fairclough and J. W. Fairclough as Fairclough Bros., at Bee Hive Garage, Bostock, nr. Bolton. Directors: John Fairclough, James W. Fairclough. Solr.: Philip S. Porter, 22, Bowkers Row, Bolton.

Thompson's Garage (Melbourn), Ltd.—Private co., reg. Aug. 8. Cap., £100. To acquire the business of Thompson's Garage, carried on by J. C. Kay at Melbourn. Directors: J. C. Kay, Gladys E. Kay. Reg. office: High St., Melbourn, nr. Royston, Herts.

Viney & Crawford (Factors), Ltd.—Private co., reg. Aug. 4. Cap., £25,000. To acquire the business of motor factors and machine tool agents, heretofore carried on by Viney & Crawford, Ltd., at 9/10, Walter Rd., Swansea. Directors: A. Crawford, Mrs. M. A. Crawford. Reg. office: 9/10, Walter Rd., Swansea.

CHANGE OF NAME

H. Lester (Cars), Ltd. — Name changed to H. Lester (Properties), Ltd., on July 18.

B.M.T.A. Stop List

Following alterations have been made to the British Motor Trade Association Stop List during the week ended August 11th, 1951:—

ADDITION

Best, G. S., 8, Wentworth Studios, Manresa Rd., London, S.W.3.

ACE "SILVER PEAK"

Britain's best number plate—

—increasingly demanded by discerning motorists

If you are not already supplying ACE Number plates, please ask us to give you the name of your nearest assembler—he will give you immediate delivery of Ace "Silver Peak" (with the unique silver-anodised characters) or "White Peak" (with white characters). If, in the meantime, you are unable to obtain delivery locally, please write or 'phone your needs to us at Coventry or London.

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will hold their 54th MONTHLY SALE of

MOTOR CARS, LORRIES, VANS, MOTOR CYCLES & ACCESSORIES

On the Extensive Car Park at the Attested Sale Yard in Ware Road, Hertford.

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at 12 o'clock

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offer you the benefit of 30 years' experience in the Sale or Purchase of
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22, KING STREET, ST. JAMES'S, LONDON, S.W.1.
Telephone: WHitehall 2721 (20 lines)

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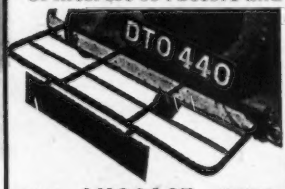

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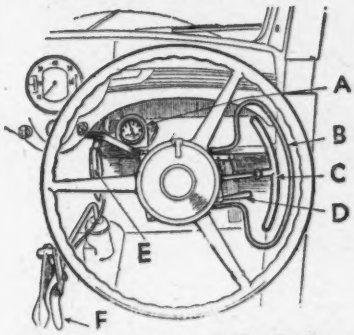

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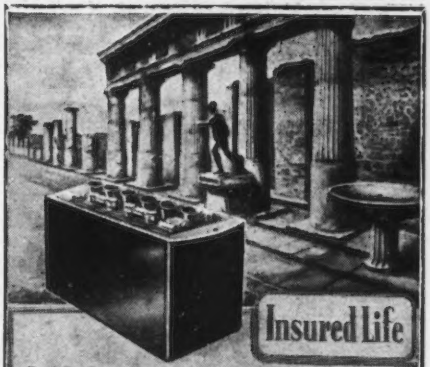

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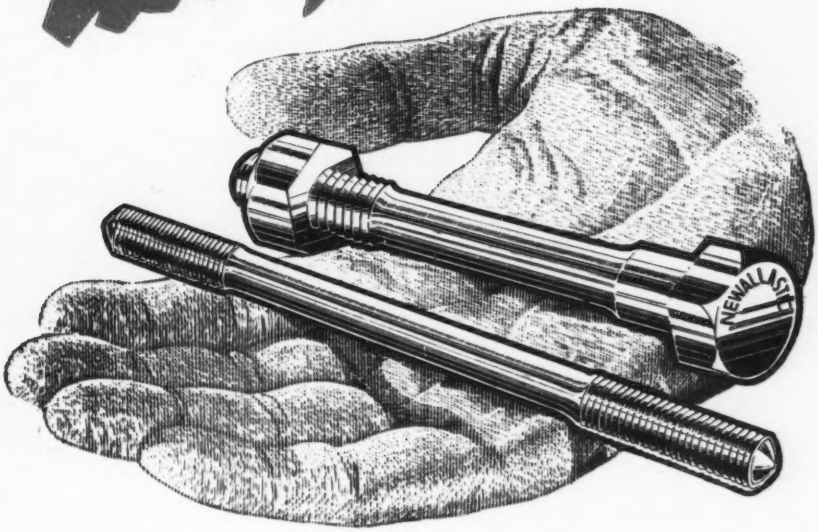

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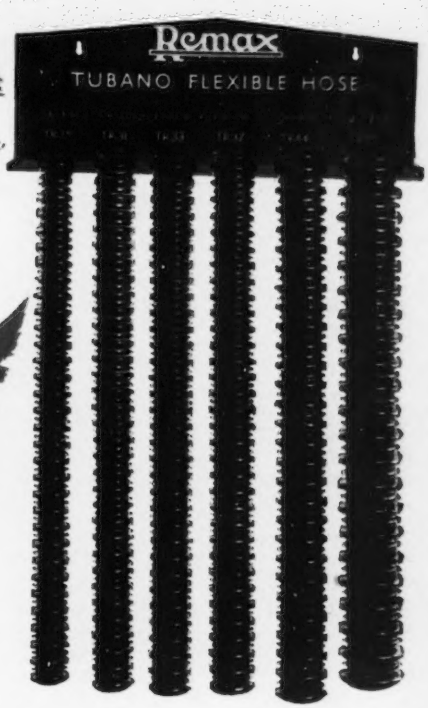

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